

Southern HARDWARE

22nd Annual Wholesalers' Special Page 47

New Irwin "hang-up" box sells on sight . . . boosts expansive bit sales

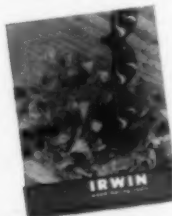


Irwin Micro-Dial in new "Hang-Up" Box. Two sizes: No. 21 bores 19 standard holes, $\frac{1}{8}$ to $1\frac{1}{4}$ "; No. 22 bores 35 standard holes, $\frac{1}{8}$ to 3". No. 21 retails at \$3.40 each. No. 22 retails at \$3.80 each.

Irwin Lockhead in new "Hang-Up" Box. Two sizes: No. 1 bores 15 standard holes, $\frac{1}{8}$ to $1\frac{1}{2}$ "; No. 2 bores 35 standard holes, $\frac{1}{8}$ to 3". No. 1 retails at \$2.90 each; No. 2 retails at \$3.45 each.

Another Irwin first that keeps you in step with today's modern and profitable trend to "sight selling." Here now is a new and versatile "Hang-Up" Box that gives plenty of extra "eye and buy" power to Irwin Micro-Dial and Lockhead Expansive Bits. Here now is the convenient display you have always wanted to move even more of these "best sellers." Simply hang on peg board, nail or pin.

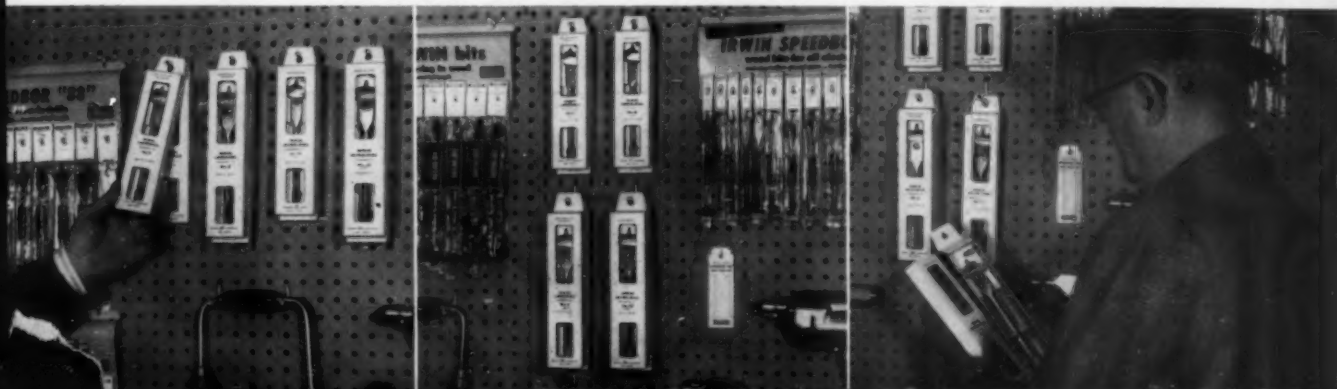
Small, handy, easy-to-use at multiple traffic points in your store. Profitable to use because Irwin's new "Hang-Up" Box catches the eye, creates the urge to buy, boosts self-serve expansive bit sales. Depend that this timely Irwin selling help for hardware and building supply dealers is sure to add many more dollars to your cash receipts — and at no extra cost to you. Order Micro-Dial and Lockhead Expansive Bits in the brand new Irwin "Hang-Up" Box today.

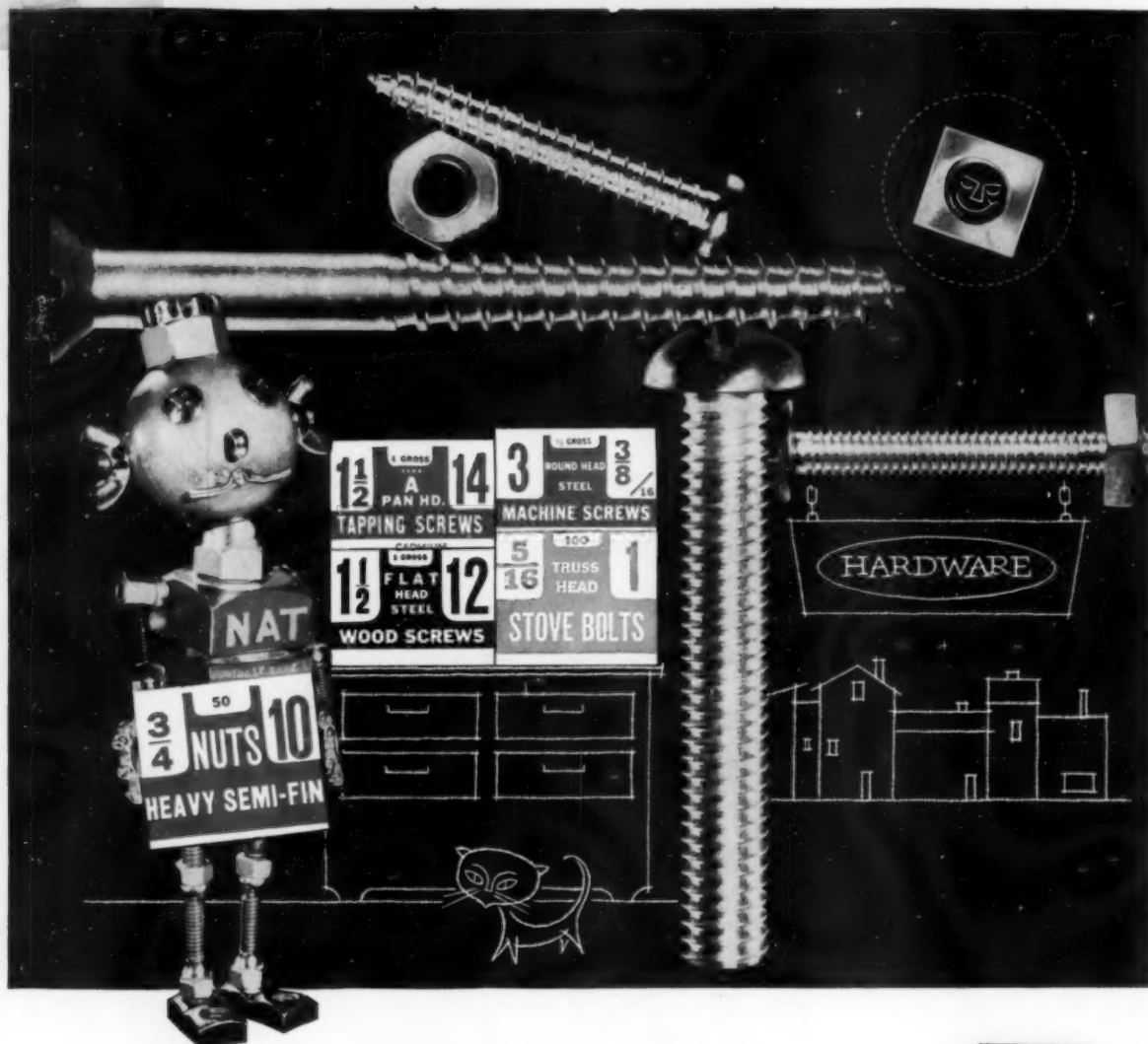


Free! New Irwin Catalog. The most complete and easiest-to-use wood-boring tool catalog ever. All Irwin bits and special features are illustrated. No searching for needed information. Saves ordering time, gives balanced stock recommendations. Write Irwin, Wilmington, Ohio, today.

Order from your Irwin wholesaler today
The Irwin Auger Bit Company
at Wilmington, Ohio, USA, since 1885

Typical store scenes show how Irwin's new and handy "Hang-Up" Box displays Micro-Dial and Lockhead Expansive Bits on peg board, nail or pin at multiple traffic points for more "sight sales."





"NAT" STANDS OUT with dress-parade packaging



Brighten up your fastener shelves and speed up off-the-shelf selection with the snap and color of National's high-visibility labeling and uniform packaging.

These smart, trim boxes *stand out*, boldly identifying National quality by their glossy red and black finish. Color-coded labels make stock handling easier, too! Colors quickly identify fastener types. And sizes are printed large enough to see, even on higher shelves.

Standardize on National's most complete, accepted quality line . . . packaged to *stand out* boldly for greatest sales appeal.

Ask Your Distributor . . . He Knows



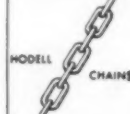
THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.
3423 South Garfield Ave. • Los Angeles 22, Cal.



CHESTER
HOISTS



MODELL
CHAINS

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Volume 129

Number 4

Postmaster, Send notices by Form 3579 to 806 Peachtree St., N. E., Atlanta 8, Ga.



**"Just take a whack at a Bethlehem nail ...
and you'll see why I like them."**

"Just take a 'whack' at a Bethlehem nail. The head won't fly off easily, and you don't lose time prying headless nails out of lumber. I'm a practical guy. And I've learned the hard way that cheap nails actually cost me more. That's why I'm sold on Bethlehem nails."

You can buy Bethlehem nails in a complete range of sizes, styles, and finishes: bright, blued, cement-coated, and galvanized. And they're packaged in sturdy 50-lb, easy-to-use cartons. Also available in 100-lb cartons.

Bethlehem can make fast shipment of nails, staples, farm fence, steel fence posts, barbed wire, baling wire, merchant wire, and bolts and nuts. Check with your regular distributor . . . or call our sales office nearest you.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

Export Distributor: Bethlehem Steel Export Corporation

BETHLEHEM STEEL



**Now
New**

IGLOO Corporation --- world's largest manufacturer
of portable water coolers --- presents the

IGLOO Fiesta

Top locks securely, no-sag,
no-sag hinges—sturdy latch

**A SPORT-able,
PORT-able ice chest
for fun-loving people on the go!**



Convenient, sturdy
carrying handles
fold out
of the way



Holds food and drink
for the whole family



Lined with sparkling, easy
to clean U. S. Royalite®

Removable inside tray

Rugged enameled steel
construction

Insulated—
holds cold longer

Handy drain
on end of chest

Use either crushed,
block or dry ice

Size: 18 $\frac{1}{4}$ " x 13 $\frac{3}{8}$ " x 10 $\frac{1}{2}$ ", Weighs only 11 $\frac{1}{2}$ lbs.

Comes in light-hearted blue-green color

IGLOO'S new FIESTA is light, sturdy and long-lasting.

IGLOO MEMPHIS 18, TENNESSEE

Southern HARDWARE

April, 1960

Vol. 129 — No. 4

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BUSINESS TRENDS

► Business Picture

The general level of the nation's business in the year's first quarter has been disappointing in some quarters. In many cases, however, expectations were pegged too high. Steel mills have quickly replenished supplies to all manufacturers and consumer goods have gushed forth in greater quantities than consumers can buy up. Business is disappointing then, only when measured against these overly-optimistic hopes. Failure of a bigger boom to develop may mean that current high level activity can be sustained over a longer period of time. Whatever the case, 1960 will be an excellent business year, perhaps hitting a new high record.

► Retail Sales

Freezing temperatures worsened by snow and ice in many sections of the South have hurt sales by both wholesalers and retailers. Things should pick up with warmer weather. Employment and personal incomes continue to rise and surveys indicate that folks are in a buying mood. Consumer income in the early part of the year was at a new record annual rate of \$393 billion and is expected to rise further in the months ahead.

► Inventories

Total stocks stacked up at the manufacturing level at the end of January totaled about 53.2 billion dollars, an increase of more than 1.5 billion since November. Retail inventories have risen little in the last year. Generally the nation's retailers are in good shape for the Spring sales season.

► Construction

Home-builders continue to be an important market for the hardware dealer who aggressively goes after this business. Despite "tight" money, housing construction increased from January to February, and construction of all types was at the highest level since last July.

► Farm Income

Cash receipts from marketings in 1959 were 2% under the previous year for the nation's farmers. Southern farmers did better, however showing a slight gain in cash receipts for the year. Net income for the year dropped 16% to about the level of 1957.



there's a thirsty market...



...for **IGLOO** water coolers



VACATIONERS

MAINTENANCE CREWS

WORK CREWS

BUILDERS

PICNICKERS

FARMERS

BOATERS

CAMPERS

CONTRACTORS

They always ask for **IGLOO** by name because:

IGLOO portable water coolers are first in demand

IGLOO is No. 1 in portable water cooler sales

IGLOO developed all modern cooler features

IGLOO has been proven through years of rugged use

stock and display **IGLOO**—it sells itself!

It's New!
Fiesta
ICE CHEST

IGLOO

MEMPHIS 18, TENN.



IGLOO: Heavy Duty Coolers, Standard Coolers, Stainless Steel Coolers, Economy Cans, Utility Truck Coolers, Split Unit Coolers in sizes of 2, 3, 5, 10 and 15 gallons.

FACTS & FIGURES

February Sales Off Slightly for Southern Distributors

SALES by Southern hardware wholesalers averaged a slight decline in February, marking the second consecutive month in which sales have been below 1959 levels.

The sales picture was brighter in the Southwest with wholesalers in that region reporting an average sales gain of 3.1%.

The monthly survey conducted by SOUTHERN HARDWARE disclosed that the sales drop in February was heaviest among Southeastern wholesalers, the average decline being 3.6%. The Mid-South area was next with an average loss of 2.9%. For the entire South the average sales decline in February was 1.1%.

In the year's first two months sales are off in each geographical region. In the Mid-South the average drop was 2.8% followed by the decline of 2.6% in the Southwest, and 2.1% in the Southeast.

The average sales decrease for all wholesalers in the first two months is 2.4%.

Bad weather has affected sales prompting one Southwestern distributor to say that "weather is a serious deterrent to construction and to Spring business."

And a Southeastern wholesaler stated that "January and February sales were not up to recent par, but were still ahead of the previous five year average. We still think 1960 will be a good year, but probably not up to '59."

In the number of days' business on the books wholesalers in the Southeast led with an average of 48.7 days. The average for the entire South was 45.9 days.

With sales off, inventory levels have climbed in the large majority of houses. In the Southwest the average increase was 11.7% followed by 9.5% and 9.4% in the Mid-South and Southeast regions respectively.

- Despite high level of business there are frowns among some who expected things to be even better. Most disappointment is among manufacturers.

- Retailers are doing all right. Sales in January were 2% above December, mostly because of a 7% increase in durable goods sales. February and March sales have been hit by bad weather.

- When the sun comes out, be prepared for a buying rush. Consumers have the dollars to spend so don't be caught with inventories down — particularly lawn and garden supplies.

- In the U. S. today there are 63 million persons in the 18-to-44 age group — an enormous buying market. Business will come to the dealers who have what this market wants.

- Don't underestimate the farm market. Cash receipts in Southern states were up a bit in 1959 compared with a loss for the rest of the nation.

- Need sales promotional help? Check with your wholesalers. More and more effective plans are being made available to dealers. Give 'em a try. They're real business boosters.

WHOLESALE HARDWARE SALES AND INVENTORIES

GEOGRAPHICAL DIVISION	SALES			INVENTORIES
	Percent Change		No. Days' Business on the Books	Percent Change
	Feb. 1960 from Feb. 1959	2 Months '60 from 2 Months '59		Feb. 1960 from Feb. 1959
			Feb.	
SOUTHEAST	-3.6	-2.1	48.7	+ 9.4
MID-SOUTH	-2.9	-2.8	42.3	+ 9.5
SOUTHWEST	+ 3.1	-2.6	45.3	+11.7
ENTIRE SOUTH	-1.1	-2.4	45.9	+10.2

*"...says he does it with mirrors
and NIXDORFF chain!"*



there's STRENGTH in a name



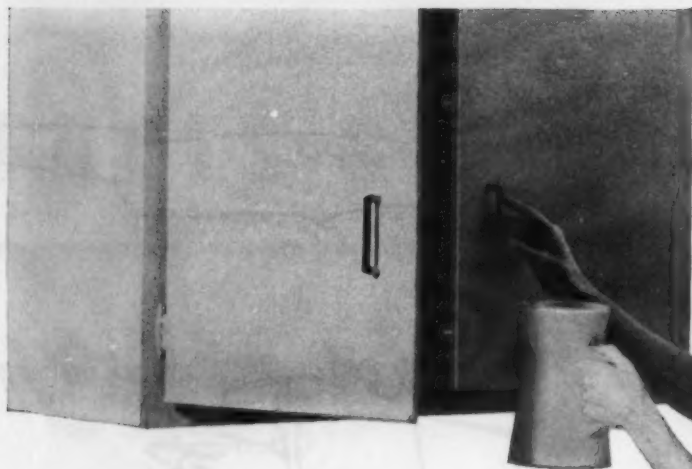
NIXDORFF—the chain of fame—a vital link in America's progress for 106 years.

Packaged for profits
chain packs, drums, and Merchandise

NIXDORFF-KREIN MFG. CO.

ST. LOUIS 8, MO.

WELDED AND WELDLESS CHAINS / CHAIN ASSEMBLIES / CHAIN SPECIALTIES / WAGON AND TRUCK HARDWARE



*Sensationally new:
A stool with swingaway steps
in smart, hour-glass shape!*

COSCO
STEP STOOLS

Cosco, the manufacturer who revolutionized step stools with the *first* swingaway steps, does it again—with this great, new design. Built to help celebrate 25 years of metal furniture leadership, it's going to start sales figures soaring in '60! Notice the sleek, modern styling. The functional swing of the steps (they stay put, even when held at a 90 degree angle, until you lift them out to use). The flared legs for sturdy stability. The roomy, rubber-treaded steps for greater-than-ever safety. It's **Model 44-D**, the step stool to step up sales. Ask your distributor for it in chrome frame with yellow, charcoal, red, brown or turquoise upholstery—or **\$14⁹⁵** \$15.95*
tan frame with beige.

HAMILTON COSCO, INC. • COLUMBUS, INDIANA

Two more terrific COSCO Step Stools



Model 44-A Step Stool
with seat that lifts up to
step up. **\$11.95.** \$12.95.*



Model 44-B Step Stool,
new for '60. Seat lifts up
to step up. **\$9.95.** \$10.95.*

*Price Colorado and west.

All prices shown are retail list, are fair traded in all states having fair trade laws.

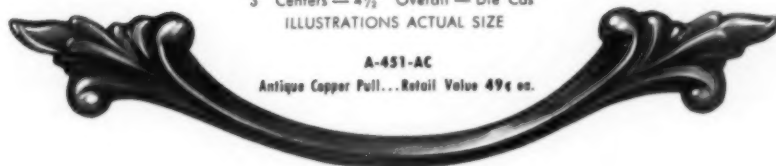
APRIL 28th THRU MAY 1st
Hardware Week
It's
GOLD KEY VALUES

Modern Provincial

(DESIGN PATENT APPLIED FOR)

by **Amerock**

3" Centers — 4 1/2" Overall — Die Cast
ILLUSTRATIONS ACTUAL SIZE



A-451-AC

Antique Copper Pull...Retail Value 49¢ ea.



A-451-AE

Antique English Pull...Retail Value 49¢ ea.



A-451-15A

Antique Silver Pull...Retail Value 49¢ ea.



A-451-BW

Ivory Gold Pull...Retail Value 59¢ ea.

A-592-BW 1-1/16" Dia.
A-593-BW 1-1/2" Dia.



1-1/16" DIA.	RETAIL VALUE	DIE-CAST FINISH	1-1/2" DIA.	RETAIL VALUE
A-592-AC	49¢ ea.	Antique Copper	A-593-AC	60¢ ea.
A-592-AE	49¢ ea.	Antique English	A-593-AE	60¢ ea.
A-592-15A	49¢ ea.	Antique Silver	A-593-15A	60¢ ea.
A-592-BW	59¢ ea.	Ivory Gold	A-593-BW	70¢ ea.



3/8" inset doors.

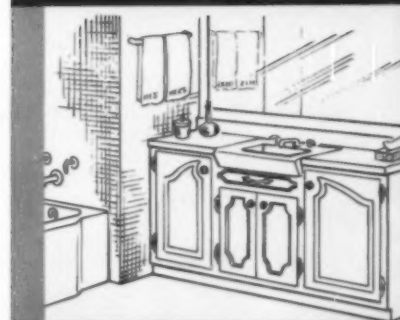


3/4" flush doors

FOR 3/8" INSET DOORS	FOR 3/4" FLUSH DOORS	WROUGHT STEEL—FINISH	RETAIL VALUE
A-7738-AC	A-7765-AC	Antique Copper	79¢ pr.
A-7738-AE	A-7765-AE	Antique English	79¢ pr.
A-7738-15A	A-7765-15A	Antique Silver	79¢ pr.
A-7738-BW	A-7765-BW	Ivory Gold	89¢ pr.



for cabinets



for built-ins



for furniture

Modern Provincial — an exciting new design with modern feeling yet with the elegance and grace of *period* styling. Pulls — Knobs — with Hinges to match... **ANOTHER AMEROCK FIRST.**

AMEROCK CORPORATION • Rockford, Illinois

new Modern Provincial display...

CHOICE OF TWO PURCHASE PLANS

Stimulate sales of Amerock's new Modern Provincial hardware with the No. 516 Picture Frame Display. Ideal for hanging on pegboard, standing on shelf or in store window, or carrying on calls. Fits Amerock Revolving Display No. 2560. Choose from two extra hardware purchase plans:

DISPLAY WITH STARTING STOCK IN ANTIQUÉ COPPER FINISH ONLY

No. 516-EH.....List Price \$19.50

GIVES DEALER BETTER THAN
50% MARKUP ON EXTRA HARDWARE!

HERE'S WHAT DEALER GETS:

No. 516 Modern Provincial Display	Retail Value
10 Pcs. A-451-AC	\$4.90
10 Pcs. A-592-AC	4.90
10 Pr. A-7738-AC	7.90

DEALER SELLS EXTRA HARDWARE FOR..... \$17.70

DEALER PAYS ONLY \$11.70

DEALER MAKES \$ 6.00

(Over 50% markup plus display)

Shipping weight with extra hardware, 6½ lbs.

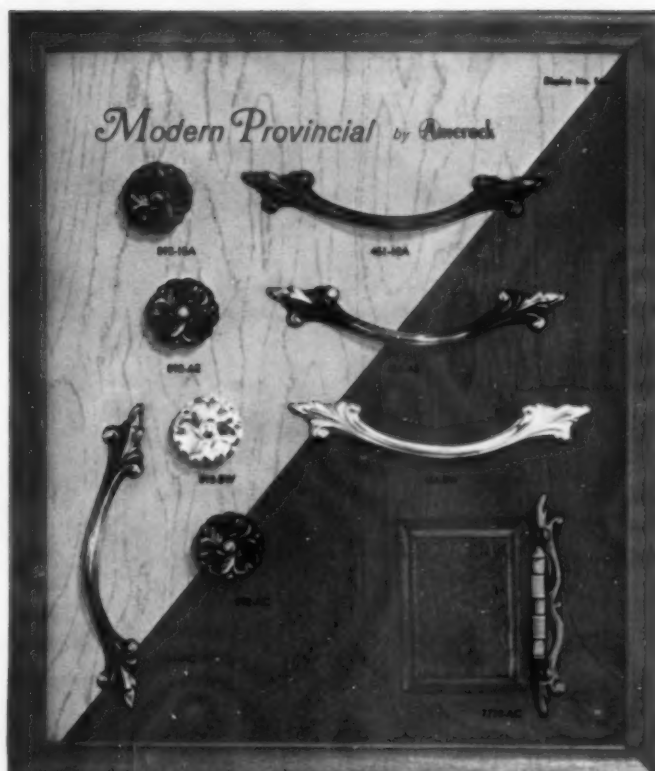
See Your AMEROCK Wholesaler or Write

Dept. SH - 40

Amerock
CORPORATION
ROCKFORD, ILLINOIS
MEAFORD, ONTARIO

Printed in U.S.A.

Copyright 1960



(Design Patent Applied for)

10" WIDE, 11¼" HIGH

DISPLAY WITH COMPLETE STARTING STOCK (Except A-7765) ALL FINISHES

No. 516-WSList Price \$73.80

GIVES DEALER 66⅔% MARKUP ON EXTRA HARDWARE!

HERE'S WHAT DEALER GETS:

No. 516 Modern Provincial Display

Quantity	Number	Retail Value
10 pieces	A-451-AC	\$4.90
10 pieces	A-451-AE	4.90
10 pieces	A-451-15A	4.90
10 pieces	A-451-BW	5.90
10 pieces	A-592-AC	4.90
10 pieces	A-592-AE	4.90
10 pieces	A-592-15A	4.90
10 pieces	A-592-BW	5.90
10 pair	A-7738-AC	7.90
10 pair	A-7738-AE	7.90
10 pair	A-7738-15A	7.90
10 pair	A-7738-BW	8.90

DEALER SELLS EXTRA HARDWARE FOR..... \$73.80

DEALER PAYS ONLY..... \$44.28

DEALER MAKES \$29.52

(66⅔% markup plus FREE display)

Shipping weight with extra hardware, 17 lbs.

QUALITY



SQUARE "GEE" MALLEABLE PIPE FITTINGS

Opportunity for making better savings in costs on your plumbing-heating jobs exists when you use dependable Grabler Pipe Fittings. Every connection that makes up faster, and is leak-proof, helps you in the all important reduction of costs. Standardize with Grabler Square "Gee" elbows, tees, unions, reducers, etc.—They're "packaged" to protect their ready-to-use quality and add additional savings for you. The Grabler Manufacturing Co., 6565 Broadway, Cleveland 5, Ohio.

ORDER FROM YOUR WHOLESALE



GRABLER

SQUARE "GEE" — The Symbol of Quality — Service — Distribution

WAREHOUSES
REQUIRING
DEPENDABLE
SERVICE TO
WHOLESALEERS

New York
Philadelphia
New Orleans

Boston
Atlanta
Pittsburgh

Camden
Dallas
Chicago

St. Louis
Detroit
Denver

Minneapolis
San Francisco
Los Angeles

INDUSTRY NEWS

Sam D. May Dies in Richmond, Va.

SAM D. MAY, chairman of the board of Bluefield Hardware Co., Bluefield, West Virginia, and one of the most beloved figures in the hardware industry, died of a heart attack in Richmond, Va., on March 3.



Sam D. May

For the last several years, Mr. May had served as highway commissioner for the State of Virginia. He was named to that post in July, 1958 not long after serving two terms, from 1956-58, as president of the Southern Wholesale Hardware Association.

A long-time president of Bluefield Hardware Co., Mr. May only recently was elected chairman of the board in one of a number of executive changes which saw Charles M. Harrell, his close associate for many years, named president of the firm.

His absence from the hardware scene in recent years had been the cause of much lament among his many friends. During his years as president of the Southern Association his whimsical humor enlivened many an association meet-

ing and in the eyes of many highlighted the Southern conventions over which he presided.

Atlantic Steel Elects Sales Vice-President

AT THE ANNUAL stockholders meeting of Atlantic Steel Co. held in Atlanta recently, R. E. O'Neill was named vice-president - sales, according to Howard B. Johnson, president of the firm.

O'Neill is a native of Atlanta and has been with Atlantic Steel Co. since 1933. He became general manager of sales in 1954.

Oltz Is New Assistant Sales Manager of Lufkin

DONALD F. OLTZ, former West Central Division sales manager, recently was appointed to the newly created position of assistant sales manager, according to E. H. Meibeyer, vice-president and general sales manager of The Lufkin Rule Co., Saginaw, Mich.

Oltz joined the sales department of The Lufkin Rule Co. in 1951



Donald F. Oltz

and was appointed West Central Division sales manager in 1954. He formerly was with the Duluth branch of the Marshall Wells Co.

Oklahoma Hardware Elects Gene Smith, Jr. as V-P

W. E. (GENE) SMITH, JR., director of sales for the Oklahoma Hardware Co., Oklahoma City,



W. E. Smith, Jr.

was elected a vice-president of the company at its recent annual meeting.

Turner Corp. Increases Area Served by Griffin

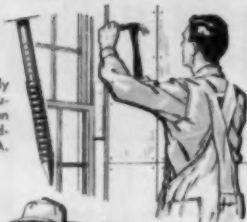
REVISION OF sales territory for Ralph Griffin, Jr., sales representative for the Turner Corp., Sycamore, Ill., is announced by M. L. Stark, Turner sales manager. Griffin's territory, which formerly consisted of North Carolina and Virginia, now will include also the states of Georgia and South Carolina. Griffin makes his headquarters in Gastonia, N. C.



STRONGHOLD and SCREW-TITE Nails have revolutionized construction methods. Scientifically engineered threads "lock" with the wood fibres. Nails hold tight, permanently; add strength, cut repairs and maintenance, save money.

Sell the nails they're asking for

STRONGHOLD Drywall Nails virtually eliminate nail "popping" that ruins beautiful drywall. Engineered in cooperation with leading applicators. Meet standards of Gypsum Association and FHA.



SCREW-TITE Flooring Nails lay tongue-and-groove floors to stay smooth, tight, squeak-free—to stand up under heaviest traffic. Hardened steel; drive fast, minimize splitting, hold tight for the life of the floor.



STRONGHOLD Shingle Nails hold shingles and shakes permanently tight. Types for face nailing wood, asphalt or asbestos shingles and shakes.



STRONGHOLD Underlay Floor Nails fasten underlayment to stay smooth, tight, squeak-free. Won't work up to make holes or "bumps" in linoleum, tile or wall-to-wall carpeting.

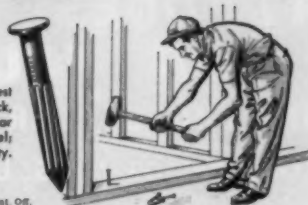


STRONGHOLD and SCREW-TITE Roofing Nails assure permanent fastening for asphalt shingles. Galvanized or aluminum. Also with Neoprene washers attached for sheet metal roofing or siding.

There is only one
STRONGHOLD LINE
—the Original



SCREW-TITE Masonry Nails—best nail yet devised for fastening to brick, cement, concrete, mortar and similar hard materials. Hardened steel; knurled. Standard or heavy duty.



Your customers know **STRONGHOLD® Annular Thread** and **SCREW-TITE® Spiral Thread Nails**—the nails that have revolutionized construction methods. They make tight fastenings that stay tight. They make structures stronger, permit improved nailing techniques, virtually eliminate loosening nails and "popping" nail heads—cut repair and maintenance costs to little or nothing. They save time, labor, money. Backed by research and scientific laboratory testing—and by a continuing program of advertising and promotion to help you sell.

All Types Available
in
**DISTINCTIVE BLUE-AND-RED
1-Pound & 5-Pound
BOXES**

Easy-to-identify boxes are practically "self selling" when displayed on your shelves or on counters. Informative labeling makes choice of size and type easy for customer. Easy to stock, handy to handle; no weighing or wrapping.



IN ALUMINUM
they're
DRIVE-RITE®
Aluminum Alloy Nails
"Made Stiffer to Drive Better"

Made from a special Aluminum Alloy. Available in a wide variety of sizes and types, for all applications; in bulk cartons, and in distinctive red-blue-and-aluminum sealed boxes by count. They "sell themselves" from your shelves.



"Drives Like a Nail... Holds Like a Screw"

Made only by

Independent Nail & Packing Company

Pioneer Developers and Largest Manufacturers of Threaded Nails

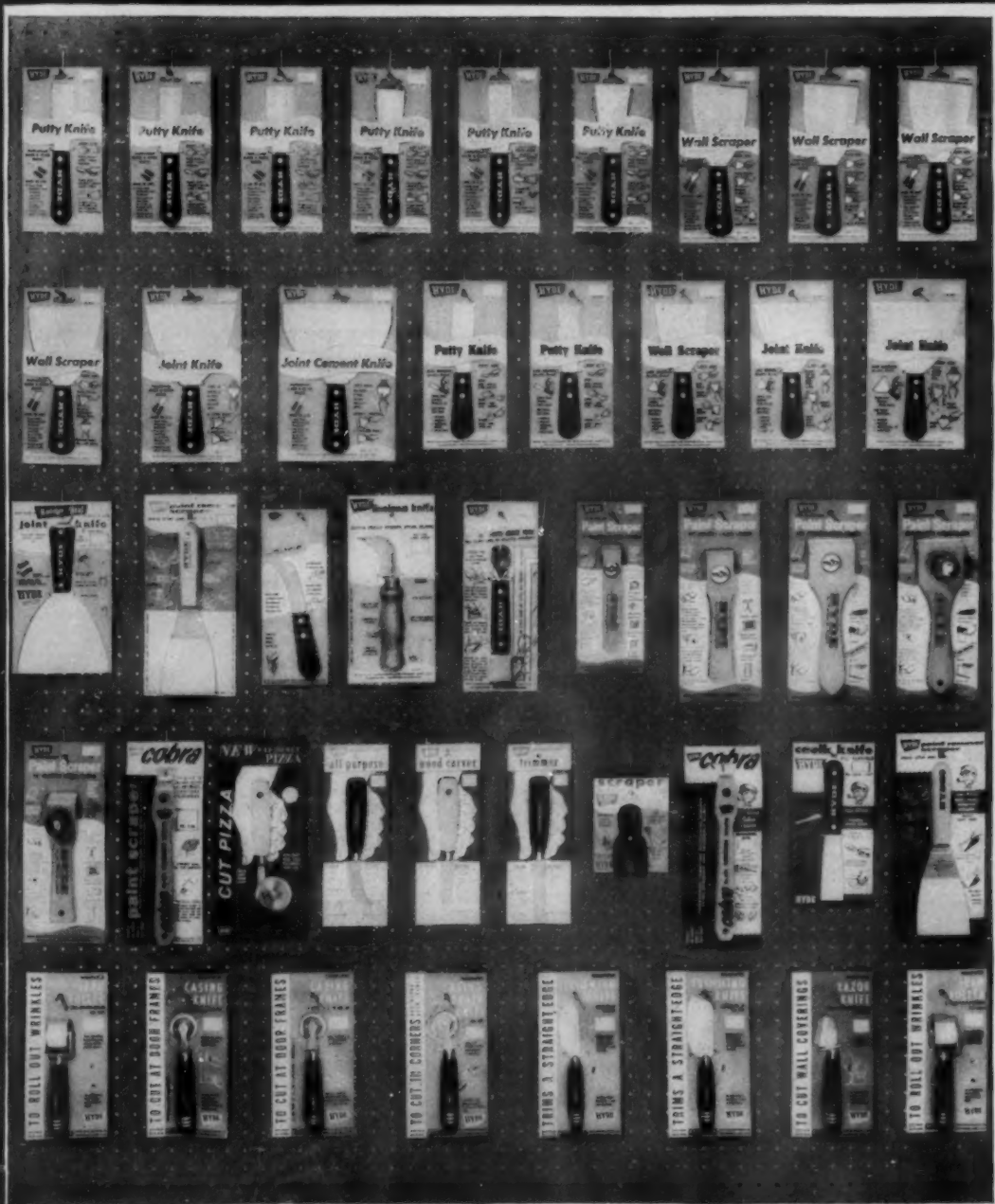
BRIDGEWATER, MASSACHUSETTS

Insist on **STRONGHOLD LINE** Nails by name—and don't accept substitutes. Write us for samples, helpful information and names of distributors who stock them in your area. Our Technical Service Department will help you select the right nail for any purpose.

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HYDE

Fix-Up Paint-Up Tools Packaged For Sales



**"THE LINE THAT DOES THE
SELLING JOB FOR YOU"**

ORDER FROM YOUR WHOLESALER

HYDE MANUFACTURING CO., SOUTHBRIDGE, MASS., U. S. A.

Listing of HYDE Tools Illustrated on the Opposite Page

Type and size of item

First row, left to right:

BLACK & SILVER TOOLS

C2E-1 1/4" Flex. Putty Knife
C2S-1 1/4" Stiff Putty Knife
C2E-1 1/2" Flex. Putty Knife
C2S-1 1/2" Stiff Putty Knife
C2ACH-1 5/16" Chisel Putty
C2E-2" Flex. Putty Knife
C2E-3" Flex. Wall Scraper
C2S-3" Stiff Wall Scraper
C2E-3 1/2" Flex. Wall Scraper
All tools packed 6 each in stock box.

Second row, left to right:

BLACK & SILVER TOOLS

C2E-4" Flex. Joint Knife
C2E-5" Flex. Joint Knife
C2E-6" Flex. Joint Knife

BLUE DIAMOND TOOLS

C3E-1 1/4" Flex. Putty Knife
C3S-1 1/4" Stiff Putty Knife
C3E-3" Flex. Wall Scraper
(not illustrated)
C3S-3" Stiff Wall Scraper
C3E-4" Flex. Joint Knife
C3E-5" Flex. Joint Knife
All tools packed 6 each in stock box.

Third row, left to right:

HAMMER-HEAD TOOLS

CBHE-4" Flex. Joint Knife
(not illustrated)
CBHE-5" Flex. Joint Knife
CBHE-6" Flex. Joint Knife
(not illustrated)
C8 Bent Paint Remover Scraper
C97 Handy Knife
C3 Linoleum Knife (not illus.)
C33 Linoleum Knife (not illus.)
C300 Linoleum Knife
C94 Double Header Tool

SPEEDSTER PAINT SCRAPERS

C78-1" Blade Scraper
C79-1 1/2" Blade Scraper
C80-2 1/2" Blade Scraper
C83-2 1/2" Red Knob Scraper
All tools packed 6 each in stock box.

Fourth row, left to right:

C85-1 1/2" Red Knob Paint
Scraper
C88 Cobra Paint Scraper
C92 Pizza Cutter
C126-A Workbench Knife
C126-B Workbench Knife
C126-C Workbench Knife
C25 Razor Blade Scraper
CC88 Capt. Hyde Cobra
CC2E-1 1/4" Caulk Knife
CC8 Capt. Hyde Bent Scraper
All tools packed 6 each in stock box.

Fifth row, left to right:

PAPERHANGER TOOLS

C211 Hydite Seam Roller
C4 Smooth Blade Casing Knife
C5 Serrated Blade Casing Knife
C75 Casing & Corner Knife
C4 Paperhanger Knife
C13 Paperhanger Knife
C250 Razor Knife
C300 Maple Seam Roller
All tools packed 6 each in stock box.



New No. C135 Double
Header 2-in-1 Putty
Knife Tool Assortment
with Free Rack.

New 2-in-1 Putty
Knife Tool, special end
smooths on putty for
professional look.
Other end to chip out
old putty. Individually
carded, 12 each on
rack. Shipping weight
4 3/4 lbs.

No. C140 Do-It-Your-
self Blue Diamond
Putty Knife and
Scraper Assortment on
Free Rack.

12 ea. No. C3E-1 1/4"
Flex. Putty Knives
12 ea. No. C3S-1 1/4"
Stiff Putty Knives
12 ea. No. C3E-3"
Flex. Wall Scrapers.
All new sales packag-
ing. Shp. Wt. 7 1/2 lbs.



No. C141 Professional
Black & Silver Putty
Knife and Scraper As-
sortment on Free Rack.
6 each C2E-1 1/4"
Flex. Putty Knives
6 each C2S-1 1/4"
Stiff Putty Knives
6 each C2E-3"
Flex. Wall Scrapers.
All new sales packag-
ing. Shp. Wt. 5 3/4 lbs.

No. C142 Speedster
Scraper Assortment on
Free Rack.
6 each C78-1" Bld.
Paint Scraper
6 each C79-1 1/2" Bld.
Paint Scraper
6 each C80-2 1/2" Bld.
Paint Scraper.
All new sales packag-
ing. Shp. Wt. 6 3/4 lbs.

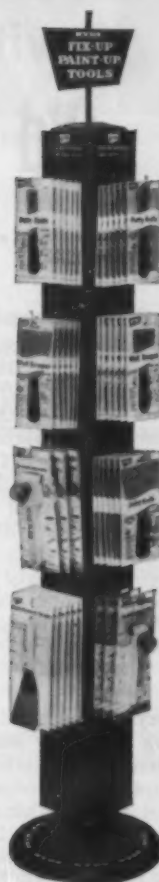


Why You Get More Sales and Profits With The HYDE Line

1. Best quality steel used in all tools.
2. Expert workmanship.
3. Tools clear coated to prevent rust.
4. Packaged for impulse sales.
5. Free displays and fixtures for retailers with specified tool assortments.
6. Hyde products recognized for quality since 1875.
7. Fair prices, good profits, fast turnover.

HYDE MANUFACTURING CO.
SOUTHBRIDGE, MASS., U. S. A.

FREE DISPLAYS and Racks with HYDE TOOLS



No. C120 Floor Tool
Tower FREE with 17
Tool Assortment.

Handsome, all wood, re-
volving floor tool tower
takes only a 14" circle
of floor space. Turquoise
colored tower promotes
for impulse sales, a selec-
tion of fast selling, Fix-
Up, Paint-Up Tools, 17
different kinds for a 108
total of tools. Tools,
Tower, hooks and instruc-
tions all packed in one
corrugated container. Shp.
Wt. 57 lbs.

This Month with the Old Guard



APRIL IS "gathering" time for the clan, and Old Guardsmen who journey to New Orleans for the Southern Convention have a busy schedule ahead of them. The annual meeting is planned for Monday morning, April 11 at 10 A. M. in the Roosevelt Hotel's Gold Room. That evening OG members and their guests will assemble in the University Room for the annual cocktail party and dinner. These events, plus the usual round of festivities, will keep the boys hopping about.

Everyone is saddened by the passing of **Sam May**, long-time president of Bluefield Hardware Co., and the immediate past president of the Southern Association. This much-beloved industry leader, only recently elected chairman of the board of his company, died of a heart attack in Richmond, Va., on March 3. Since July, 1958 Sam had served the state of Virginia as highway commissioner. Numerous OG members in their travels to Richmond remained in contact with him. **Al Misner** reported spending a pleasant hour with Sam recently.

Stranded in Atlanta over a recent icy week-end **Ed Hoge** called to say that he had just returned from Richmond (an even more frost-bitten spot) and had talked with Mr. May on the day of his death. Ed, along with **Frank Horton**, had been in Charlotte for the Carolinas dealer convention and

both had journeyed on to Richmond.

With the exception of the war years, **Stuart Jones** has not missed a Southern Convention since the hardware folks gathered in Hot Springs, Arkansas long about 1933. But the record will be broken this year. Among other things, including a 25th wedding anniversary, Stu and Mrs. Jones are taking a trip to the Far East. Bon Voyage and a safe return, Stu.

From his Kansas City headquarters **Dietz Lutz** writes that "I have returned home from the hospital where I had an operation on my ear. The operation involves a new technique which had recently been developed and I am well pleased with the results to date. I am supposed to hear my customers now when they say yes. Now I am afraid these doctors have overdone the thing as I may be able to hear them say no also. I will see everyone in New Orleans and test it out."

Charlie Pitts reports that OG members were rather scarce at the recent Texas dealers convention in Dallas, but "I did get to see **Connie Goldstrohm**, **Rube Houston**, **Paul Speaker** and one or two others. Maybe the others are saving their money to take in our annual meeting and dinner at the Southern Convention in New Or-

leans."

Charlie further advised that Jacksonville branch Old Guard members and their wives were guests of **Harry Hoffner** recently for cocktails and dinner.

Journeying to Savannah, Ga., recently **Charlie** called on **Bill Sinclair**, vice-president of Semmes Hardware Co. who has been appointed a Colonel on the staff of Governor Vandiver of Georgia.

Come April OG members will be welcoming an old member back to the convention scene. **Paul Speaker** reports that he's looking forward to his first Old Guard meeting in three years.

A customer asked **Paul** recently, "How do you find business?" The only answer I could give him, **Paul** says, was: "Hunting for it."

"See where **Gardner Lipscomb** was head of the nominating committee for a new slate of councilmen for the City of Highland Park (suburb of Dallas)," **Paul** continued. "Gardner is our 'Ex-Mayor' as well as a Past President of the Old Guard."

"No fishing, but had one of the finest quail hunts recently a man ever went on. Shot quail for three days in the Rio Grande Valley and got the limit each day."

Matthew L. Wood advises that he and **Hugh E. McGuire** are now operating the P. C. Abbott Co. of Richmond, Va., as a partnership. There have been no changes in the lines handled nor in the territory covered. One salesman, **C. E. McGee**, has been added. He will cover Florida out of Lis Pompano Beach headquarters. This gives the business a total of nine men now covering the Southeastern states.

Forrest Johnson returned from several weeks in Arkansas, Tennessee and Mississippi with a bag full of news. "I chased **Sidney Tompkins** around, but never did catch him—just his tracks."

"Baird & Co. in Greenville have completed a remodeling job that is something. With no cross views at all you can now give them the extra 5% without someone look-

ing over your shoulder. It is really nice and congratulations are in order.

"George Gelston at Henderson & Baird was in rare form, full of ideas and promotions. Says crop conditions and moisture are above normal.

"Ex-Governor George Warner at Delta in Cleveland says he will miss the convention this year. Seems that he and the Mrs. were to follow Ike to South America. Don't know why he wants to look that area over unless he thinks it will be warmer. Sam Mitchell should not get in near as much trouble in New Orleans this year without him.

"Heard some weather reports in Jackson and Vicksburg and headed home. This was my error, I should have made a beeline for Florida. We had 12 days below normal in Oklahoma. A new record was set each day. I missed part of it, but what I did get in reminded me of old times back in the teens in Indiana. Guess we will thaw out in time to head for New Orleans in April. Anyhow, am working to that end."

"Red" Gardner tells us that in talking with C. R. Eaves recently he learned that Charlie had just had a cataract removed from one eye. "Charlie says he has no intention of bothering the other eye as long as he can see out of it."

At the time, Red was recovering nicely from recent surgery and expected to soon be out in the territory again.

I. W. "Bill" Williams, writing from Nashville, reports that his son, Burt, is now doing a stint in Uncle Sam's army at Fort Jackson, S. C. Bill, who is associated with G. M. Baird & Co., adds that his firm is now representing Simonsen Industries, manufacturer of tool and tackle boxes.

Here are more OG members we'd like to hear from: George Sloan, Elmer Murray, Stafford Jones, Dewey Godfrey, William Currie, John During, Charlie Babington, Frank Horton, C. L. Peterson . . . and still a lot more.



Newell

Holloway

Ingram

Brooks

Yates

Lawson H. Yates Co. to Represent Barco

THE BARCO Manufacturing Co. has named the Lawson H. Yates Co. of Nashville, Tenn., as sales representatives in North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee, and Kentucky for Barco's line of lawn and garden spraying equipment. The announcement was made recently by George Packard, president of Barco.

The representatives and their respective headquarters include Lawson H. Yates, Nashville; W. H. Newell, Jacksonville, Fla.; Ralph Brooks, Birmingham, Ala.; John B. Ingram, Charlotte, N. C.; and Byers Holloway, Atlanta, Ga.

The appointment is part of Barco's move to establish international distributorship since combining with Avon and Kay Products,

manufacturers of garden equipment, late in 1959.

Irwin Auger Bit Acquires Strait-Line Products

THE IRWIN AUGER BIT Co., Wilmington, Ohio, acquired the assets of Strait-Line Products, Inc., Costa Mesa, Calif., on April 1, according to an announcement made by Irwin officials.

Irwin will continue to manufacture and distribute the line of Strait-Line Self-Chalking Reels, Powdered Chalk Refills, and Replacement Line Refills under the Strait-Line brand name.

Production facilities have been moved from California to Wilmington, and all orders for Strait-Line products are now being filled from Irwin's headquarter offices.

Heart of America Hardware Club Officers



Officers of the Heart of America Hardware Club elected for 1960 are, left to right: president, Kenneth M. Williams, K. M. Williams Co., Kansas City, Mo.; vice-president, George F. Clarke, Diamond Tool Horseshoe Co., Kansas City, Mo.; secretary, George E. McMahan, Fayette R. Plumb, Inc., Merriam, Kansas; and treasurer, Richard S. Hodges, C. G. Hodges Co., Mission, Kansas. The announcement was made by John O. Daxsee, publicity chairman.

Swinging Around

The Southeast



BY DAN M. FRY

Fry-Holbrook & Associates
Atlanta, Ga.

QUALITY CONSCIOUS hardware dealers seem to prosper . . . They appeal to people who are up to here with off brand and cheap merchandise . . . We notice where hardware dealers are at the bottom of the list when business failures are counted . . . This is a bright spot . . . It is reasonable to assume price cutters have over-head and profit to make . . . So perhaps some of them come to the place where they need their brakes relined . . . Perhaps they dream how low prices get the business then wake up on the wrong side of the ledger . . . This can be all wrong . . .

It has been said "statistics show that the foot of the American male is getting bigger all the time; however, he still seems to have no difficulty in getting it in his mouth" . . . **H. F. (Speedy) Lancaster**, former long-time buyer for Orgill Bros. Co., Memphis, Tennessee, has taken a position with King Stove and Range Co., located in Sheffield, Alabama . . . assistant to the sales manager . . . Lancaster has a wife and four children, two boys and two girls . . . They were to move to Sheffield area around March 1st . . . The buying spot at Orgill Brothers which Mr. Lancaster had, is being taken over by such efficient gentlemen as **Roland Jackson** on heating equipment and appliances . . . **Preston Allan**, water heaters, steel cabinets, etc. . . . **Gene Conoway**, roofing, building paper and roof coatings, etc. . . . **George Phillips**, kitchen accessories, serving cabinets, and items pertaining to housewares . . . We wish "Speedy" Lancaster all the good things at his new position, and welcome him as a seller to the buyer . . . sharpen your pencil, friend Lancaster, it is a

long, hard road.

The Arkansas Association convention was a success . . . Displays were at the auditorium in Little Rock . . . A good turnout was reported. . .

Bumped into my friend, **Roy Vincent** the other day, who represents the O. Ames Co. . . . Roy works the South Central territory . . . Right there talking with us was **A. E. "Tony" Anthony**, who travels Mississippi, Louisiana and Tennessee territory for Amrock Corporation.

Mr. Ola Fee, Wimberly-Thomas Hardware Co., Birmingham, Alabama, keeps a record of people who call on him . . . If you have been to his office, even five or six years ago, Mr. Fee could tell you the day and date of your call, and nine chances out of ten, tell you the subject discussed.

Arnold Townsend manned the booth for Pennsylvania Lawn Mower at the Carolinas Show . . . Glad to hear you were around down here in the good old South, Arnold . . . Congratulations to the **Jim Foulkes** in Atlanta, Georgia . . . They have a fine new baby daughter . . . Her name is Julie Gwin . . . Julie weighed in at time of arrival 7 lbs. 8½ ozs. . . . Both mother and daughter are doing fine . . . Poppa Foulke is the Southeastern rep for Cosco.

Eva Payne, sister of buyer **Harold Payne**, Orgill Bros. & Co., Memphis, Tennessee, is the new secretary to Roland Jackson, also buyer for Orgill Bros. . . . We wish Eva much success in her new position . . .

Harry Hanson strayed out of his Florida territory and worked the Carolinas Show . . . We hear by the grapevine that Mr. H. did all this just to visit with his new

grandchild . . . It is just hard to believe Mr. H. is a grandfather . . . Sorry to hear **Mrs. Al Misner** has been on the sick list . . . Glad to hear she is much better . . . Husband **Al Misner** represents Empire Plow Co. . . .

Among those who visited the Carolinas Hardware Show were **Ed Hoge**, and **Frank Horton**, both good manufacturers' reps in the Southeastern territory . . . **Mr. Bill Sinclair**, Semmes Hardware Co., Savannah, Georgia has just had his fifteenth birthday . . . reason being, his birthday comes every four years (Leap Year) . . . Mr. Sinclair is the vice-president and general manager of the Semmes Hardware Co. . . . We congratulate Mr. S. . . . Hope he has many more birthdays . . . Glad to hear **William F. Sewert** has been named general sales manager of the New York Wire Cloth Co. . . . "Bill," as we know him, is a fine gentleman . . . Congratulations from us to you. . .

Fred H. Johnson, former president of Shapleigh Hardware Co., has been appointed assistant to the president of Knight & Wall Co., Tampa, Florida . . . **Frank Cooper, III**, is the president of Knight & Wall, and we can't think of a finer gentleman to work with . . . Good Luck, Mr. Johnson, you are with a good organization . . .

F. H. Forgey, Wallace Hardware Co., suffered some bruises and was hospitalized recently after he fell while walking home through the snow . . . Hope you're feeling better, Mr. F. . . . See you next month.

Oklahoma Hdwe. Reports Successful Spring Market

AT THE ANNUAL Spring Market held by Oklahoma Hardware Co., Oklahoma City, attendance was approximately 15 percent heavier and orders placed were increased over the 1959 figures, according to the company's recent announcement. Over \$2,000 in booth prizes and a grand prize of \$250 cash was awarded to attending dealers.

The event, as well as a Fall Market in the month of August, is held annually at the Huckins Hotel. Both occasions play an important part in Oklahoma Hardware's promotional program for its dealers.



BIG DEAL! Hardware Week Special: Swan Grass Stop packaged in 30-foot rolls...pre-priced at \$3.49 to retail at only \$2.89. Your cost only \$1.93. And your customers actually get 6 feet free at no extra cost. Call your distributor now. You can trust the products...made by Swan. Swan Rubber Company, Bucyrus, Ohio.



Southwest Ramblin's

By JIMMY McKIE

The McKie Co.
San Antonio, Tex.



FOR THE PAST two months I have felt like a preacher . . . working on Sundays at shows and sales meetings . . . Out of nine Sundays in the first two months I have been away on six.

For What It's Worth Department: If the local wholesalers and retail association secretaries would use a little logic and not schedule state conventions the same weekend as the next state, we agents who don't have several salesmen could attend and display at each show.

At the recent state show in the Southwest, Boosters by the dozens were on hand . . . some invested in booths, etc., others just milling around but nevertheless they were there to help if they could.

Gene Jr. and Grace Smith of Oklahoma Hardware Co., along with three other couples, spent two weeks down in Mexico in late February . . . I haven't seen him since they returned, but he said they had reserved a bale of hay on a Mexican airliner from San Antonio to Mexico City. One thing for sure, Mexico will never be the same when that crew leaves . . . Incidentally, congratulations are in order for Gene. He's just been elected vice-president of the company.

Up in Amarillo yours truly along with several other Boosters got a liberal education in "Hole Card Bridge" from **Francis McCown, Carl Baxley** and **Jim Develin** of Amarillo Hardware . . . Francis said all you had to do to beat these Boosters playing poker is to sit quiet, play, let the fellows laugh and tell jokes. Evidently this must work because he filled his jeans.

Down in Corpus Christi the

other night at the "Trade Winds" restaurant I had an unexpected pleasure . . . In one of the rooms the General Electric Major Appliance Division had a dinner meeting . . . I had a chance to chat with two of my old friends and former customers, **Joe Rehmet** of Hill's Downtown Store, **Alice and Taze House**, **H. D. House & Sons**, **Three Rivers** . . . Saw **Mr. & Mrs. Louis Horn**, **Odem Hardware Co.**, **Odem**, but didn't have a chance to speak to them.

Mrs. Corrine Muller, the gracious receptionist at **Corpus Christi Hardware Co.** for the past ten years has retired—so she says . . . She wants to do some catching up on her golf game, house and yard work . . . It won't seem the same around there without her . . . **Mrs. Jo Widmar** has taken her place.

Also at **C. C. Hardware** I had a chance to visit with **Mr. Edwin Flato** for a few minutes . . . He is, as most of you know, semi-retired, but says he is feeling good

. . . looks it too. Everybody here in high spirits . . . **Joe Wood** said business is good . . . **Raymond Holland** was telling how he slipped a couple of old molasses gates in a peddler's bag several years ago while the fellow was out of the office and when he picked up the bag he remarked that it got heavier every time he picked it up, but he didn't find out why until he got to Dallas . . . **Walt Gallagher** was in on this conversation which brought on several more stories that can't be repeated here.

Booster Gene Dubey, of **O. Ames**, came in "shovel in hand" . . . Everytime I see anyone carrying shovel samples I think of **George Barton**, the Shovel Samples and Buffalo Bayou that runs by Peden in Houston . . . If you haven't heard this story ask George or some Booster . . . quite a few of the old timers know it.

Walter Barnes, father of **Jack Barnes**, **Lee Hardware Co.** president, who has traveled South Texas for many years for **Shapleigh** has joined the **Van Hooenhuyze Hardware Co.** in **San Antonio** as assistant sales manager.

Galbraith Steel & Supply Co. in **Lubbock** have moved into their new building at 44th & Avenue A . . . They have 90,000 square feet in the main building with 7,000 square feet devoted to the office and 20,000 square feet in an adjoining three walled-wire shed . . . The buildings are one story on one fill and truck bed height . . . **Jap Elm** and **A. C. White** are as busy as "two bees in a tar bucket" . . . **Roland Ponce** is

About Jimmy McKie . . .

A new columnist for the Southwest takes over this month. He is **Jimmy McKie**, a widely-known manufacturers representative who makes his headquarters in **San Antonio**. For those who may not be familiar with Jimmy's "hardware" background, here's what he has to say: "I grew up in **Mississippi** working in my Dad's general store (**Hoover & Co.**)—let's give him a plug! located in the little town of **Pickens**. After the war I went to work for **Watts Hardware & Sup-**

ply Co., working first in the warehouse and later travelling a territory for six years. At the end of 1951 they brought me into the house as sales manager and in 1953 promoted me to vice-president in charge of sales. In 1955 I resigned to go into the agency business. For the record my company name has just been changed to **The McKie Co.**, P. O. Box 8254, **San Antonio 12**, with office and warehouse at 515 **Guadalupe Street**, telephone **CApital 3-3182**."

thinking about buying a motor scooter to use to look over the warehouse.

Just heard that W. M. "Will" Landrum who traveled South Texas for many years for Allensworth-Carnahan Co. in San Antonio passed away February 23rd . . . In checking on this I was told that Frank VanNess who traveled the Rio Grande Valley for Wally Carnahan passed away last November . . . Both died from heart attacks.

This is all for now . . . see you next month . . . Adios.

Everett to Represent Slaymaker Lock Co.

JOHN T. EVERETT & Co., Memphis, Tenn., has been appointed manufacturer's representative for the Slaymaker Lock Co., Lancaster, Pa., in western Tennessee, Mississippi, and Arkansas, according to a joint announcement by Fred A. Williams, Slaymaker vice-president and general sales manager, and W. N. Wilkerson, president of the Everett company.

Edward D. Brown Forms Manufacturers' Agency

EDWARD D. BROWN & Co. was organized recently as a manufacturers' agency by Edward D. Brown, with headquarters established at Charlotte, N. C.



Edward D. Brown

For the past two years, Brown has been with Yardley Plastics Co., Columbus, Ohio, and prior to that was with John T. Everett & Co., Memphis, Tenn., for a little

over three years.

Brown now represents Yardley Plastics Co., Columbus, Ohio, on its line of plastic pipe and fittings; White Flomatic Corp., Hosick Falls, N. Y., on its line of check valves; and Shur-Lock Home Products, Kalamazoo, Mich., on its products. He covers North and South Carolina and eastern Tennessee.

Moore-Handley Offers Spring Sale Circular

AN 8-PAGE tabloid size spring consumer circular offered by Moore-Handley Hardware Co., Birmingham, Ala., features more than 70 seasonal traffic-building items including housewares, sporting goods, electrical, and lawn and garden items.

The "Thrifty '60 Sale" circular has a Scottish theme and of the 70 items features, only eight are priced over the \$5.00 level.

The program includes a complete merchandising and sales promotion kit containing window banners, pennants, and imprinted price cards. A four column by 15 inch newspaper ad mat featuring selected items from the circular is included also.

Beck & Gregg Receives Wear-Ever Plaque



Receiving a plaque for outstanding performance in 1959 from Wear-Ever Aluminum, Inc. is James J. Autry, vice-president of Beck and Gregg Hardware Co., wholesale organization in Atlanta, Ga. Shaking hands with Autry is R. C. Deardorff, Wear-Ever housewares sales manager, and J. S. Savage, center, Atlanta district sales manager.



Camplin M. Straker

New Representative Added to Handle Androck Lines

CAMPLIN M. STRAKER recently was appointed factory representative for all Androck products in the Southeastern states. The announcement was made by Warren Sumner, Androck sales manager, Worcester Division of The Washburn Co., Worcester, Mass. and Rockford, Ill.

Albert Bell, who has handled Androck lines for many years, will continue to work with Straker in the area.

SHOPMATE®



7" Saw with Automatic Safety Clutch. 7.0 amps. (Model SC-7100)

\$3898



1/2" Drill with Geared Chuck, Multi-Ball Thrust Bearing. 2.9 Amps. (Model SD-2500)

\$1998



1/4" Drill with Geared Chuck, 30% more Working Torque. (Model 740-CG)

\$1898

Oscillating Sander with 25 Square Inches of Sanding Surface, Patented Locking Rollers, 9 Abrasive Sheets & Polishing Banner. (Model K-280-C)

\$2498



1/2" Reversible Drill with Ball Thrust Bearing. 6.0 amps. (Model 520)

\$3998

**PLUS THESE
OTHER JOB-TESTED
SHOPMATE TOOLS!**

Jig Saw with Jig-Lite, Blower, Rip and Circle Guide, Bevel Adjustment, Roller Bearings, 3 Blades. 2.5 amps. (Model 2100B)

\$2998



Jig Saw with Chip Blower, Rip and Circle Guide, Bevel Adjustment, 3 Blades. 2.1 amps. (Model SJ-581)

\$2798



Power Trimmer with 13" Swedish Blue Steel Cutter Bar, 3 way handle, free mounting bracket. (Model 13608)

\$2998

THE COMPLETE LINE

that outsells all others!

**feature for feature,
dollar for dollar...
no other line compares!**

What makes a line of power tools great is the way it *sells* at the store level year after year!

That's why SHOPMATE has become the greatest line of power tools for you to handle... because it *outsells* all others!

The reason... simply that feature for feature, dollar for dollar, there just isn't another line that compares to SHOPMATE'S COMPLETE LINE!

Take the famous Shopmate Jig Saw for example. Where else can you find a perfectly designed *quality* jig saw with its own light, chip blower, 45° bevel adjustments, rip and circle guide and many other outstanding features, to retail at just \$29.98?

Any way you look at it... any tool you care to investigate... you'll find that you'll make *more* money selling the COMPLETE SHOPMATE QUALITY LINE!



MOST POWERFUL ADVERTISING CAMPAIGN IN OUR HISTORY!

3rd covers in two colors and full pages in Popular Science and Popular Mechanics plus powerful ads throughout the year in Life, Saturday Evening Post and other potent magazines are pre-selling your customers on the COMPLETE SHOPMATE LINE!



AMERICA'S FASTEST
SELLING POWER
TOOLS!

PORTABLE ELECTRIC TOOLS, INC.
320 W. 83RD STREET, CHICAGO 20, ILLINOIS
CANADA: 432 BIRCHMOUNT RD., TORONTO, 13, ONT.

MAIL COUPON NOW... FOR COMPLETE INFORMATION INCLUDING PRICES!

mail to: George Weatherby, Sales Manager
PORTABLE ELECTRIC TOOLS, INC.
320 West 83rd Street • Chicago 20, Illinois

SH-460

- ☐ The Complete Shopmate line
- | | |
|--|---|
| <input type="checkbox"/> SD-2500 1/4" Drill | <input type="checkbox"/> SD-238 3/8" Drill |
| <input type="checkbox"/> SC-7100 7" Saw | <input type="checkbox"/> 748-C 3/8" Drill |
| <input type="checkbox"/> 2100-B Jig Saw | <input type="checkbox"/> SC-700M 7" Saw |
| <input type="checkbox"/> 520 Reversible 1/2" Drill | <input type="checkbox"/> 1301-B Trimmer |
| <input type="checkbox"/> 740-CG 1/4" Drill | <input type="checkbox"/> UP-25 Radial Arm Saw |
| <input type="checkbox"/> SJ-581 Jig Saw | <input type="checkbox"/> (not illustrated) |
| <input type="checkbox"/> K-280C Sander | <input type="checkbox"/> Twist-Lock Power Tools |
| <input type="checkbox"/> 1360-B Trimmer | <input type="checkbox"/> (not illustrated) |
| <input type="checkbox"/> SD-382 1/2" 2-speed Drill | <input type="checkbox"/> SC-600 6" Saw |
| <input type="checkbox"/> SD-122 1/2" 2-speed Drill | <input type="checkbox"/> (not illustrated) |

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

Beck & Gregg Elevates Five to New Positions

BECK & GREGG Hardware Co., Atlanta, Ga., announced the following promotions effective March 1, 1960.

H. Wayne Pinson has been elected vice-president of the company. He continues as a company director. Pinson directs the company's special industrial supply salesmen. He also supervises the company's industrial and plumbing supply departments. Pinson has been with Beck & Gregg since 1942.

Burton Named

Frank Burton, Sr., was elected a director of the company. Burton directs all special builders hardware salesmen and the builders hardware department. Burton has been with Beck & Gregg since 1937.

Howard Graves is now a director and also assistant general sales manager. Graves directs the major appliance, furniture, and traffic appliance departments, and will assist in general sales manage-



Pinson

Burton

Graves

Hopkins

Keen

ment. He has been with the company since 1954.

George P. Hopkins was made a director. He will continue as director of merchandise handling and as general warehouse manager. Hopkins has been with the company since 1919.

James C. Keen has been elected a director. He will continue as manager of the implement, cooking, heating, and wire products departments. Keen also supervises special implement salesmen and has direction of the company's long haul trucking operation. He has been with Beck & Gregg since 1941.

Foster Joins Schoellkopf as Housewares Buyer

DAVE FOSTER, formerly with Findlater Hardware Co., in San Angelo, Texas, recently was appointed housewares buyer for Schoellkopf Co. in Dallas.

Oxco Appoints Robertson in Florida Territory

OX FIBRE BRUSH Co., Inc., Frederick, Md., has appointed J. W. Robertson and Associates of Miami to represent the complete Oxco line in the state of Florida. The appointment became effective February 1.

Gibson-Homans' "Salesman of the Year"



George Elliott received the "Salesman of the Year" award for the Gibson-Homans Co. at its sales meeting in Cleveland, Ohio. Elliott works out of the company's Conyers, Ga. plant and recently was named sales manager for that division. Presenting the award are General Sales Manager Bill Painter and President Harry Hutson.



J. W. Robertson

Robertson comes to Ox Fibre with an extensive background of experience as a manufacturers' representative in the Florida area, plus several years of sales work with Railey-Milam Co., wholesale organization in Miami. He was with the Du Pont Co. prior to service in World War II.

Dealer's choice

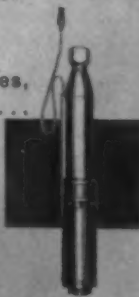
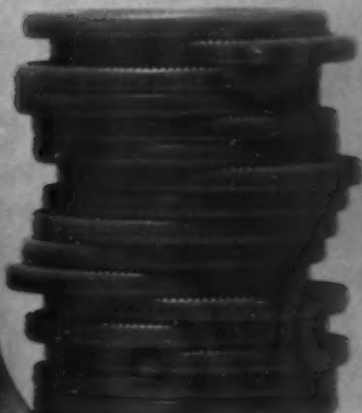
(when it comes to water systems)

Satisfaction brings 'em back!
And, that's why hundreds of Fairbanks, Morse dealers have been handling our pumps or water systems for 20 years . . . 60 years . . . even as long as 3 generations! • They're satisfied with the built-in dependability we insist on in every pump or water system. (Customers are, too.)
• They're satisfied with the built-in quality that prevents costly mechanical breakdowns! • They're satisfied with the way we make selling F-M systems easier —with our famous name and industrial reputation. • And— they're satisfied with our wide range of pump and water-system selections . . . for every purpose . . . for every need • When you deal yourself in the dollar-profit picture . . . bet you'll be satisfied, and stick with Fairbanks, Morse, too!

Pumps For Every Purpose!
F-M pumps from $\frac{1}{8}$ to 5 hp, shallow well, submersibles, down-the-well jet models . . . all are immediately available.

Fairbanks Morse

Pump & Hydraulic Division
Kansas City, Kansas



A MAJOR INDUSTRIAL COMPONENT OF FAIRBANKS WHITNEY CORPORATION, NEW YORK



Officials and salesmen of the W. S. Donnan Hardware Co. include: left to right, standing, H. W. Morrow, B. C. Hodnett, J. W. Garrett, Henry Pollard, C. A. Brister, G. E. Meyer, W. I. Reid, H. C. Jeter, J. N. Tingle, Jr., C. T. McPhaul, C. W. Martin, T. H. Roper, and A. L. Dillworth. Sitting: W. L. Alley, F. M. Conner, W. R. Moon, C. L. Mitchell, P. H. Minor, J. E. Trice, C. L. Pettitt, L. M. Jones, H. B. Keck, and W. S. Conner.

Donnan Co. Completes 120 Years of Service

W. S. DONNAN Hardware Co., Richmond, Va., recently completed 120 years of service to hardware, farm implement, and allied dealers in the Virginias and Carolinas.

The wholesale company was established in early 1840 and is now being headed by Frank M. and William S. (Bill) Conner, president and vice-president respectively.

Highlight of the program was the service award portion of the program. Frank Conner presented Hunter B. Keck the outstanding service award for more than 50 years of devoted service to the company and hardware trade. Keck has been one of the highest producing hardware salesmen in the South for many years. He remains active in the hardware sales

field as well as participating in church and civic affairs in and around his home town of Greenville, N. C.

Conner reviewed the continued growth and progress being made through the years. The company now has a full line hardware branch in Lynchburg, Va. which is being operated under its original name, Perrow-Evans Hardware. Most recent expansion has been into the floor covering field, with a full line of floor covering and a sales force to handle this line and serve the furniture dealers in the area served.

Puritan Cordage Mills Opens New Georgia Plant

PURITAN Cordage Mills has located all its Marine Division manufacturing facilities on a 75-acre site in Madison, Ga., under the supervision of Lawrence J. Andriot, vice-president. In addition, part of the Standard Division products are being manufactured at the modern new mill. The company's executive and sales offices are in Louisville, Ky.

O. Ames Co. Names Keenan Assistant Sales Manager

THE O. AMES Co. recently announced the appointment of James A. Keenan to the position of assistant sales manager of the Furniture Division of that company. The announcement was made by L. H. Harris, sales manager, who

states that Keenan will move into the Parkersburg, W. Va., office and assume the sales duties as soon as his replacement has been assigned in New York City.

Keenan has been with the O. Ames Co. Furniture Division since its inception and last year was the recipient of the Salesman of the Year Award. He has continually led the O. Ames Co. in sales for this division.

Harris also announced that R. A. Myers has joined the company and presently is working out of the Parkersburg office. He is to be transferred to the New York area in the very near future.

Walton to Head Stanley-Judd's Southern Sales

THOMAS R. WALTON has been named Southern sales manager for Stanley-Judd of Wallingford, Conn., a division of The Stanley Works, according to H. Henry Martens, general manager of the division. Walton will headquarter in the new Stanley office at At-



Thomas R. Walton

lanta, Ga. The Southern region encompasses the entire Southeastern and Southwestern parts of the United States.

Walton joined the company in 1956 as a sales representative in the Tennessee territory with headquarters in Chattanooga. In 1958 he was assigned to the Georgia and Florida territory.

A native of Highland Park, Mich., Walton attended the University of Michigan and Wayne University.



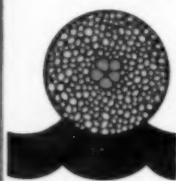
President Frank M. Conner, left, presents a service award to Hunter B. Keck for over 50 years outstanding service as a salesman for the W. S. Donnan Hardware Co., Richmond, Va.

**FLOATS
FOREVER
WITHOUT
DRESSING**



NEW "W-80"

SUPER FLOATING FLY LINE



The new "W-80" super fly lines will float forever without dressing! A new scientific construction with aerated Tufcote finish that is actually lighter than water. They simply cannot sink!



You can fish all day, all week, or all year without dressing the new "W-80" super fly line. Also, it has the required weight and the exact supple texture to cast superbly in any kind of water or any kind of weather!



Nothing ever like it! "W-80" is the fly line supreme . . . for the discriminating fly fisherman who seeks the best!

Rich mahogany color . . . free plastic fly box . . . money back guarantee!

SOLD THRU SELECTED JOBBERS

AT LAST
FLY LINES
THAT

REALLY
FLOAT!

PLEASE
LOOK
INSIDE





EIGHTEEN MILLION
FISHERMEN
WILL READ
OUR DYNAMIC
"W80"
ADVERTISING
IN THESE
MAGAZINES!

AN UNPARALLED ANNOUNCEMENT
OF OUR PROUDEST
FISHING LINE ACHIEVEMENT!
STOCK NOW... BE READY!

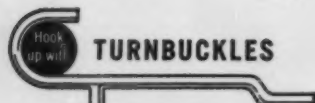


Always tell your customers

American fence is guaranteed

You'll find USS American farm fence is easier to sell if you point out the guarantee label on every roll. It's your customers' assurance from U.S. Steel that the American fence they buy must be free from manufacturing defects or it will be replaced. Tell your customers about the important guarantee. Tell them, too, how American fence is woven of heavily galvanized steel wire, for top protection against rust and weather. Point out the hinge joints that lock the wires firmly in place, and the tension curves that allow the fence to expand with weather changes and give and snap back when pushed by cattle. You'll sell more American fence if your customers know these all-important points. General offices: Fairfield, Alabama.

USS and American are registered trademarks



Complete Line of SELF-LOCKING

EASY HANG[®] perforated board fixtures



NEW PACKAGING

Bubble-packed and Card-mounted packaging.



The most popular Easy Hang Fixtures—24 items—are now packaged on Card-mounted or Bubble-packed Display

Cards to assure quick identification... stimulate self-selection... develop volume sales.



NEW K-5L merchandise

A store-tested Easy Hang department in itself. Holds assortment of self-locking fixtures, plus perforated board in bin at back. Takes small 24" x 21" floor space. Drop-shipped, prepaid. Call your jobber or write today.



Turnbuckles, Inc.
"ONE GOOD TURN (BUCKLE) DESERVES ANOTHER"

BOX 333, MICHIGAN CITY, IND.
FACTORY: GRAND BEACH, MICH.

INDUSTRY NEWS



New warehouse facilities of Stringfellow Supply Co., Gainesville, Fla.

Stringfellow Occupies New Facilities in Florida

NOW LOCATED in its new warehouse facilities, Stringfellow Supply Co., wholesale organization in Gainesville, Fla., announces customer service backed by the most modern warehousing methods.

The Armco free span metal-clad building on truck-height concrete floor occupies 24,000 square feet, with 1200 square feet devoted to air-conditioned offices. A 5000-pound Clarke fork-lift truck is operated.

The company covers 16 counties, servicing an area of approximately 60-mile radius of Gainesville. All sales are for resale through legitimate dealers only. The use of the perpetual inventory system aids in ordering and stock control, and a simplified book-keeping system enables the priced invoice to be delivered with the order. Three 16-foot van body trucks provide delivery within one to three days after date of order, and weekly sales calls and deliveries are offered.

Principals of the firm include

H. R. Stringfellow, president; Fred B. Stringfellow, secretary-treasurer and general manager; Jim L. Stringfellow, vice-president; Don C. Mason and Jim Arnette, salesmen; and Victor Arnette, warehouse manager.

Liberty Committee Seeks "Bargains-of-the-Month"

LIBERTY Distributors' Bargain-of-the Month Committee is gathering merchandise samples to determine item selections for the last six months of 1960, according to Robert C. Vereen, Liberty's managing director. The committee will meet in Chicago during the first week of May to review samples and prices of merchandise submitted to Liberty headquarters, 4300 N. 5th St., Philadelphia 40, Pa.

Vereen stated that item selection is concentrated now on true "traffic-building" impulse merchandise, priced under \$3.00 retail, retailed at close to 35% off regular retail value while still enabling retailers to make a reasonable profit. There

DEVCON[®] REPAIR MATERIALS

*a complete line of products
for every home repair job*



Plastic Steel[®]

the original epoxy repair material with over 1,000,000 uses for permanent home, farm, auto, boat repairs. Available in box or blister package. Recommended where great strength is required.

DEVCON LIQUID

aluminum

real aluminum in paste form — immediate repairs right from the tube. Seals, fills, caulks — will not rust.



DEVCON[®] "2-Ton"

THE EPOXY "SUPER GLUE"

the dual-purpose material — provides tremendous bonding power for any repair — also, ideal for all porcelain and appliance repairs — hardens to a glossy white finish.

DEVCON[®] Rubber

real rubber in semi-paste form for all kinds of flexible repairs.



DEVCON[®] STEEL

for quick, easy repairs to furniture, toys or any damaged metal, wood, concrete or glass materials. Can be finished to any metallic coloring.



Why stock a multitude of different types and makes of repair materials when the 5 Devcon Repair Materials will complete every home, auto, farm and boat repair job. Here is your single source of supply for proven quality products. Devcon backs your sales efforts with extensive national advertising and publicity — LIFE, READER'S DIGEST, etc. — as well as a wide variety of free sales aids.



NOW AVAILABLE!

Here's the new compact, revolving Devcon Repair Center offered FREE to you in combination with 24 packages of famous Devcon repair materials. Get in touch with your wholesaler or the factory for all the facts on this self-service merchandiser that spurs impulse buying.

Contact your wholesaler or write the factory direct for full details on the Devcon profit package... every item gives you a full 40% profit!



DEVCON CORPORATION

405 Endicott Street, Danvers, Mass.

POURED PILLAR OF STEEL TRADE MARK



How to make a roll of fence shout **RED BRAND!**

We do it by dipping each roll of fence into a vat of red paint. The fence comes out shouting "RED BRAND®." Everyone sees the top red wire; everyone knows it identifies RED BRAND.

Any roll of fence woven with the skill of Keystone craftsmen has the urge to shout. It wants to tell users it's made of the finest wire and Galvannealed® for longer service.

No matter where you display or store RED BRAND, your customers know at a glance you sell the best. That's because RED BRAND is the best advertised fence on the market. We're constantly telling your customers why Keystone is the best: in leading farm magazines, on radio and television. The red top wire is their warranty.

No wonder RED BRAND is preferred by more farmers in leading stock and grain raising counties than any other brand . . . in some cases it's the favorite by more than 5 to 1.

You'll find the same strong preference for the barbed wire with the bright red barbs. And the steel posts with the red at the top . . . RED TOP®

Ask yourself the question. Why sell less when you can sell more of the best? One trial of RED BRAND will convince you.

KEYSTONE STEEL & WIRE COMPANY
Peoria 7, Illinois

Red Brand Fence • Red Brand Barbed Wire • Red Top Steel Posts • Nails
Baler Wire • Non-Climbable Fence • Keyline® Poultry Netting • Gates



*The only fence line that
sells on sight*

NEW *Opal* SCREEN DEPARTMENT

attracts customers
speeds sales
prevents damage



OPAL makes selling screening easy! No more heavy, hidden inventories . . . no more snarling wire, clerks and customers. Opal's new combination rack and screening offers help you these five important ways . . .

Speed Turnover—Point-of-purchase display sells more merchandise.

Save Time—OPAL'S "Marked and Measured" speeds dispensing right from the rack.

Reduce Inventory—Through more efficient control of stock.

Improve Service—Customers aren't kept waiting . . . you save time.

Save Floorspace—Attractive, compact takes only 6-sq. ft. of floor space.

Choose your Opal Screening Department now—

Offer No. 1—Display Rack plus 10 100' rolls of Opal Galvanized Screening (2534 sq. ft.)

Offer No. 2—Display Rack plus 5 100' rolls of Opal Aluminum Screening (1267 sq. ft.)

Offer No. 3—Display Rack plus 5 100' rolls of Opal Vinalume Screening (1267 sq. ft.)

Offer No. 4—Display Rack plus 5 100' rolls of Opal Galvanized and 5 100' rolls of Opal Aluminum Screening (2534 sq. ft.)

Offer No. 5—Display Rack plus 5 100' rolls of Opal Galvanized and 5 100' rolls of Opal Vinalume Screening (2534 sq. ft.)

NEW YORK WIRE CLOTH COMPANY
YORK - PENNSYLVANIA

INDUSTRY NEWS

is also greater concentration on accepted, well-known brand-name merchandise. Advertising aids specially developed for each Bargain-of-the-Month item likewise have been redesigned and improved from the retailers' standpoint. Kit costs are being reduced while more and better promotional materials have been put into the kit.

Manufacturers interested in submitting items for committee consideration should contact Charles L. Reifsnnyder, senior buyer, at the headquarters address, L. R. Clemmer, American Hardware & Equipment Co., Charlotte, N. C., and Henry McDonnell, of Momsen-Dunnegan-Ryan Co., El Paso, are among the committee members who will make the selections at the May meeting.

Beck & Gregg Appoints Dealer Consultant

BECK & GREGG Hardware Co., Atlanta, Ga., announces the appointment of William D. Jefferson as a special dealer consultant.

Jefferson has had extensive training in store remodeling, lay-



William D. Jefferson

out, display, and merchandising. His services are available to any customer of the wholesaler organization interested in replanning, remodeling, or rearranging his store. This service is available on a first come, first serve basis and is absolutely free to Beck & Gregg customers.

OXCO'S *SPEEDY-CLEAN*

MEANS "SPEEDY" SALES FOR YOU



NEW!

No. 880

SPEEDY-CLEAN

SCRUBSTER

A new kind of scrub brush that's styled and priced to sell at a glance. Solid plastic block, in kitchen yellow and pastel pink, features handy hanging ring for retail display, or easy hang-up at home. Crimped plastic bristles in matching colors pick up and hold more water, resist matting. Modern shape and fluted edges give firm, easy grip.



No. 660

SPEEDY-CLEAN

PAN BRUSH

A double duty dandy for pots and pans. Tampico filled face scrubs fast and clean; crimped brass wire on back scours away stubborn spots. Solid plastic handle, in assorted pink and yellow, has hanging hole. Carded for added impulse at point of sale.

4 HIGH TURNOVER KITCHEN CO-ORDINATED ITEMS SELL AT POPULAR PRICES... CARRY FULL MARK-UP

Your wholesaler can show you how these attractively carded or packaged Speedy Clean items can be displayed for eye appeal and impulse buying on Oxco's #12 or #25 Merchandisers or on your own peg boards. Next time he stops by, show him this ad... for quicker service.

No. 990

SPEEDY-CLEAN

WET MOP

Handy household mop that won't shed, lint, tangle, or sour. Thirsty DuPont cellulose sponge yarn soaks up water and dirt, cleans floors easily and quickly... leaves them semi-dry. Complete with 48" handle with hanging ring. Head sealed in poly bag with display copy.



No. 770

SPEEDY-CLEAN

DISHWASHER

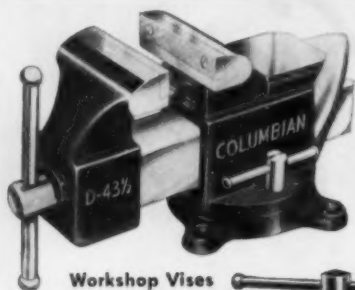
Strong, sanitary bristles of white polypropylene do a fast and efficient washing job on dishes, glasses, tableware, pots 'n pans; or in preparing dishes for automatic dishwasher. Solid plastic handle, in assorted pink and yellow, with convenient hanging hole. Carded with selling copy.



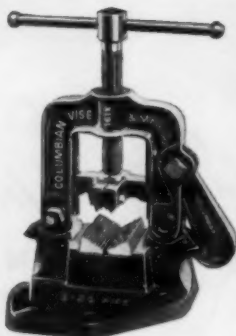
OXCO

THE LINE THAT MOVES

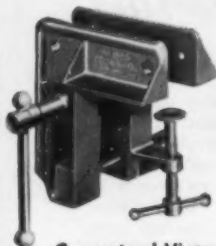
OX FIBRE BRUSH COMPANY, INC.
FREDERICK Schickel 1724 MARYLAND



Workshop Vises



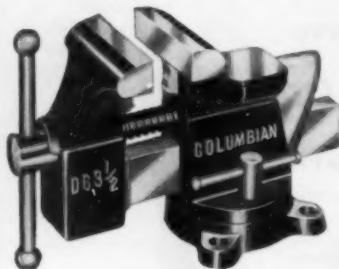
Hinged Pipe Vises



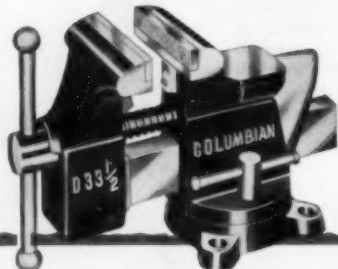
Carpenters' Vises



Woodworkers' Vises



Homeshop Vises



There is a
COLUMBIAN VISE
and **LEVEL**
to meet the
BASIC 19

stock suggestions

of the **nrha**

Turnover Handbook!



Line Levels



Aluminum Torpedo Levels



Wood Torpedo Levels



Masons' Levels
Mahogany, Brass Bound



Masons' Levels
Magnesium



Masons' Levels
Wood



Carpenters' Levels
Wood



Carpenters' Levels
Aluminum or Magnesium

AA-9323

Ask your Wholesaler Salesman today
for complete information on the
COLUMBIAN BASIC 19
Fast Turnover Items.

COLUMBIAN

Vises

The Columbian Vise & Mfg. Co.
CLEVELAND 4, OHIO

EASY SET UP...FASTER SALES...BLACK DIAMOND ROTARY MOWER FILE DISPLAY



Twelve Rotary Mower files come in this bright green and yellow display for counter or pegboard use. Each file has a sturdy envelope and a handy hang-up hole.

Twelve files cost you \$7.84. They retail for \$11.76. Your profit...\$3.92.

Rotary Mower files go fast if you let this self-merchandise sell for you in good locations. Put the display on a heavy traffic counter...put another one in your garden tool section...place another near rotary mowers. Make every mower purchaser or owner a file prospect.

Get ready for lawn care season now. Order this display from your regular Black Diamond wholesaler.



BLACK DIAMOND NICHOLSON FILE
COMPANY, PROVIDENCE 1, RHODE ISLAND • FILES
ROTARY BURS • HACKSAW AND BAND SAW BLADES
GROUND FLAT STOCK • INDUSTRIAL HAMMERS

Liberty Wholesalers Make Circular Available

A NUMBER of wholesalers belonging to Liberty Distributors are offering an 8-page "Spring Bargains" circular, in color, to retailers for distribution to consumers. It contains 65 items, with three coupon items used.

A 250-piece display kit, including more than 30 ad mats, radio and television spot announcements, 2-color window pennants, banners, etc., is also available. Cost of the kit is approximately \$3.00. Kit includes two sizes of price cards—60 of them illustrated and pre-priced and 60 blank cards so retailers can pick merchandise out of their regular inventory to put on sale.

Amarillo Hardware Co., Amarillo, Texas; House-Hasson Hardware Co., Knoxville, Tenn.; Bluefield Hardware Co., Bluefield, W. Va.; and Wyeth Co., St. Joseph, Mo., are among the wholesalers making the circular available.



For information on
CATALOGS & BULLETINS

See Page 87

Cosco Cites Beck & Gregg



Beck & Gregg Hardware Co., Atlanta, Ga., recently received a Cosco Century Club award from the Hamilton-Cosco Co. The Atlanta wholesale firm was one of 40 distributors with purchases of \$100,000 or more of Cosco products in 1959. Here, Howard Graves, in charge of the company's appliance division, receives the plaque from Jim Foulke, Southeastern representative for Cosco. Beck & Gregg was one of the first two distributors in the South to attain this volume.



"STANDARD" carded hardware attracts customers... boosts impulse sales

"Standard" carded household hardware, on counter or peg board, *sells itself!* It commands attention, presents a forceful visual sales message . . . permits the customer to try all moving parts.

Besides saving valuable personal sales time, "Standard" hardware is easy to price . . . simple to stock. All parts and screws are packaged securely on an attractive 3-color card.

It will pay you to "Standardize" on the original line of carded hardware complete with screws—the "Standard" line.

A-1138A

"Standard" Roto-Rack holds
41 fast turnover items



Shelby Metal Products Company
Shelby, Ohio

"STICK" WITH CONSUMERS

"Products of Merit"



Tiger Grip Linoleum Paste

Here's a linoleum paste that has lived up to its name . . . Tiger Grip, and has been used by professional applicators for over 40 years. It's not gummy or lumpy, never needs presetting and best of all, it's easy to apply

and clean up when the job is done. Also ideal for felt paper underlayment. Tiger Grip spreads 145 sq. ft. per gallon.

WATERPROOF LINOLEUM CEMENT

For laying linoleum on bathroom or kitchen floors, sink tops, or any other space where spillage, condensation, or dampness exists, be sure to use Consumers Waterproof Linoleum Cement, the linoleum cement that is highly water resistant. Spreads 145 sq. ft. to the gallon.



PROFESSIONAL MECHANICS TROWEL



Model 100

Designed especially for the professional applicator. These trowels have 3/32" serrated blades of the highest quality spring steel. Consumers Professional Trowels feature sturdy handles with

10 countersunk rivets. Model 101 has a deeper serration (5/16") for applying heavy cement for metal or plastic wall tile.

"Once you try Consumers you'll stick with Consumers"

Order from your wholesaler

CONSUMERS GLUE CO.

Since 1906 . . . Pioneers in Floor and Wall Adhesives
1515 HADLEY • ST. LOUIS 6, MO.



VETERAN HARDWARE DEALER SOLVES SALES PUZZLE

Credits New Display Rack For Increased VISE-GRIP Sales

Mr. Lawrence Darr, owner of the Hale Hardware and Supply Co., East Alton, Illinois, had this to say about the new Vise-Grip display: "I have sold Vise-Grips in my store for the past 20 years, and the new Vise-Grip display rack has proved to be the best money-maker I have ever seen. It has increased impulse sales tremendously. I heartily recommend its use in every store."

Darr's comment is typical of those from hundreds of dealers all over the country. The rack is bound to increase sales . . . makes it easier to sell the world's most useful hand tool. And . . . it doesn't cost a cent! You should have already received yours through the mail. If, for some reason, you haven't received this money-maker, or it's been misplaced—write to the manufacturer and you will have one in just a few days.

Don't forget . . . Vise-Grips will be getting over 60 million new reader exposures through a series of ads in *Saturday Evening Post*. These ads will be merchandising the new rack, and requesting your customers to look for it in your store. Put your rack up and cash in on this manufacturer-sponsored program.

Requires a minimum of space (only 14" wide).

Easy to put up. Fits on peg board or wall space.

Features the complete Vise-Grip line.



Prices and models are clearly indicated.

Bright yellow and black with easy-to-read sales message.

PETERSEN MFG. CO.
DeWitt, Nebraska Dept. SH-4

CONVENTION DATES

National Events

Industrial Supply Convention, May 23-25, Conrad Hilton Hotel, Chicago. Sponsored by American Supply & Machinery Mfrs. Assn., W. B. Thomas, Hunter-Thomas Associates, 2130 Keith Bldg., Cleveland 15, business manager; National Industrial Distributors' Assn., 1900 Arch St., Philadelphia 3, Robert C. Fernley, executive secretary; Southern Industrial Distributors' Assn., 712 Volunteer Bldg., Atlanta, Ga., E. L. Pugh, secretary-treasurer.

National Hardware Show, October 10-14, Coliseum, New York City. Frank M. Yeager, managing director, 331 Madison Ave., New York 17, N. Y.

National Association of Sheet Metal Distributors, April 21-22, Fiftieth Spring Meeting, Deshler-Hilton Hotel, Columbus, Ohio. Thomas A.

Fernley, Jr., executive secretary, 1900 Arch St., Phila. 3, Pa.

National Builders' Hardware Assn. Management Conference, May 2-6, Princeton, N. J. William F. Haswell, 515 Madison Ave., New York, N. Y., managing director.

National Housewares Exhibit, July 11-15, Atlantic City Convention Hall. Sponsored by the National Housewares Manufacturers' Assn., 1130 Merchandise Mart, Chicago 54; Dolph Zapfel, executive secretary.

National Retail Hardware Assn. Congress, July 10-14, Sheraton Hotel, Philadelphia. Sponsored by the National Retail Hardware Assn., 964 N. Pennsylvania St., Indianapolis 4, Ind.

Atlanta, Ga., Managing Director, SWHA. A. L. Faubel, 342 Madison Ave., New York 17, N. Y., Secretary, AHMA.

Piedmont Hardware Co., Toy and Housewares Show, May 29-31 at company display room, 554 Craghead St., Danville, Va.

Texas Wholesale Hardware Assn. & Texas Hardware Boosters Club Convention, June 16-18, at Hilton Hotel, San Antonio; Howard Weddington, 1327 National City Bldg., Dallas 1, secretary-treasurer.

Regional Events

Southern Wholesale Hardware Association and American Hardware Manufacturers Association—Joint convention, New Orleans, La., April 10-13. Headquarters, Roosevelt Hotel. Ralph E. Kirby, 806 Peachtree St., N. E.,

Corpus Christi Hardware Offers Spring Circular

CORPUS CHRISTI Hardware Co., wholesale organization in Corpus Christi, Texas, is offering retail dealers a full color circular titled "Spring Carnival of Values." The circular is one of the merchandising aids offered dealers as a part of the company's "Plan for Profit."

SELL MORE TACKS

AND RELATED ITEMS



has the complete line

Tacks, Staples, Double Points, Wire Nails & Brads

display racks free!



You know that people who need Tacks always buy related items, hammers, cutters, wire and screen. Make it easy for them. Keep your Tack stock orderly and out in front! The new Cross ACTIVE SILENT SALESMAN DISPLAY is designed to stand as an easel or hang on peg board. Wonderful for self-service. No deals required — get as many as you need. Order only the sizes of Cross Tacks, Staples, Double Points, Wire Nails and Brads that you require. Cross has the complete line. Ask your jobber.

W. W. CROSS & COMPANY

JAFFREY, N. H.

Div. of Plymouth Cordage Industries, Inc.

Empire Brushes outsell all others

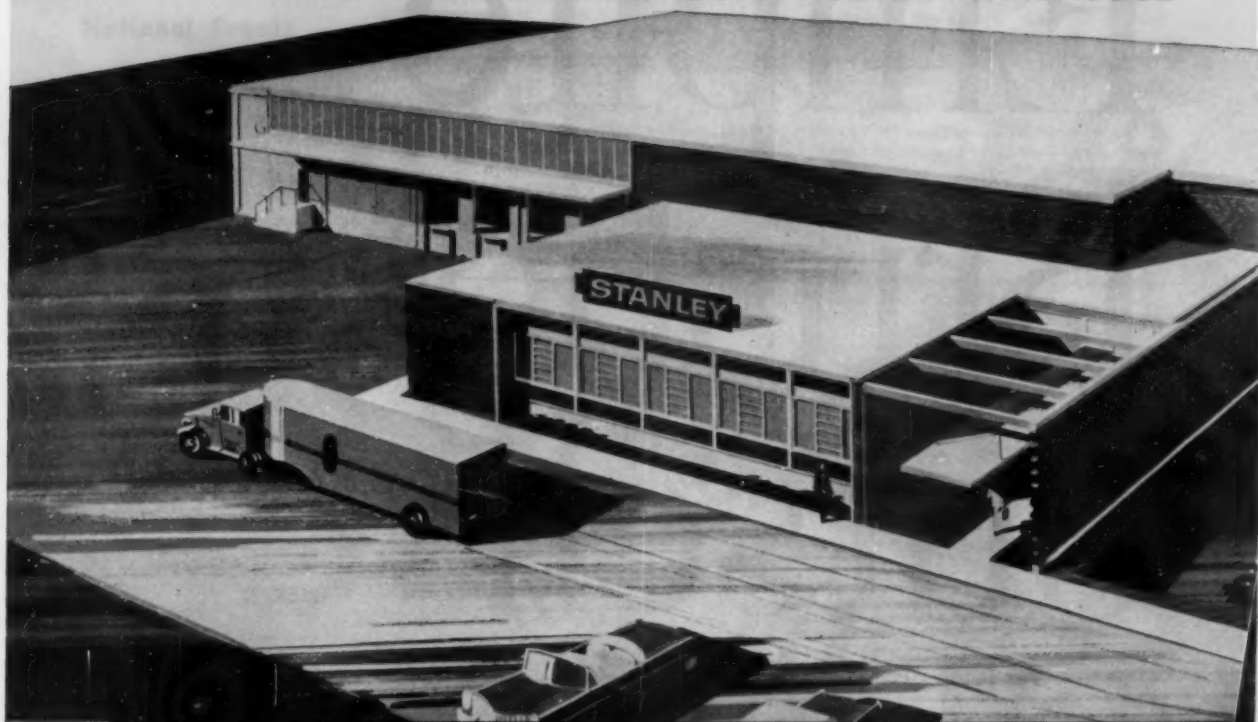
*Contact Marty Meehan or Dick Eckert,
for actual proof of how you can
increase your profits with Empire's
new brush program!*



*number one
brush maker
Empire Brushes, Inc.
Port Chester, New York*

NEW STANLEY HEADQUARTERS

SALES OFFICE and WAREHOUSE

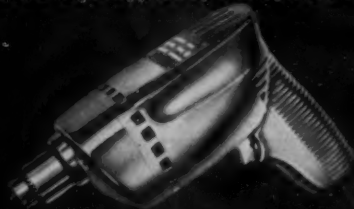


STANLEY Serves You With Quality Heavy-Duty Electric Tools

Typical of the much-in-demand electric tools supplied by Stanley are the H75 Sabre Saw, H268 6½" Builders Saws, and H131 Drill.



The Model H268 Builders Saw offers almost 40% more cutting force. Exclusive "FREE START" blade guard lets blade enter cut smoothly.



Powerful ¾" drill with rugged bearing construction, non-slip pistol grip and 3-jawed geared chuck. Easy maintenance. Design gives comfort, balance.



STANLEY Sabre Saws are what your customers want for cutting wood, plastic, steel. Powerful and perfectly balanced. Ideal for making valances, shelves.



Stanley Hand Tools • Electric Tools • Hardware • Stanley-Judd Drapery Hardware • Stanley Steel Strapping • Building Specialties

Go All the Way With STANLEY—for

OPENED IN ATLANTA to provide prompt service to YOU

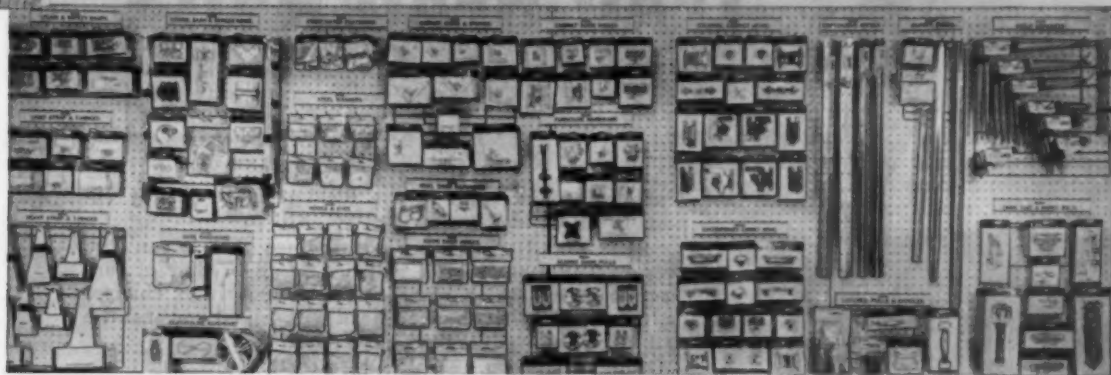
Faster service for you and your customers in the southern area is the purpose of this new STANLEY office and warehouse located at 205 Armour Drive, N.E., Atlanta, Georgia (Telephone TRinity 5-9471).

New storage facilities will accommodate larger stocks of quality STANLEY Hardware, Electric Tools, Windows and Steel Strapping. Better shipping facilities will assure the prompt delivery you need for improved turnover and profits. This new southern headquarters is well-staffed to provide you with the total service you require to completely serve and satisfy your customers. Paul Good is Manager of the new Atlantic office and warehouse. Regional managers located at this office are: HARDWARE—John F. Hollfelder, ELECTRIC TOOLS—Frank W. Lyons, STANLEY STEEL STRAPPING—Joe A. Dickson, STANLEY-JUDD—T. Walters.

STANLEY supports your personal selling efforts...

on both a regional and national level. Stanley national advertising appears consistently in magazines with a circulation of 3,321,078 in the southern market. Stanley merchandising support, including new and outstanding point-of-purchase sales aids, helps you move Stanley products from your shelves... fast.

STANLEY HARDWARE CENTER



STANLEY Serves You With Quality Hardware

This HARDWARE CENTER was conceived and designed to help you reap maximum profit through quick-turnover sales of home hardware to the big do-it-yourself and fix-up trade.

174 visibly packed, fast selling basic items are organized into 22 related groups. Wire display

uni-racks promote self-service buying.

Order 11 or more groups and receive a free, pre-tested Promotion Kit with everything you need to install, announce, advertise and operate this complete home hardware department. See your wholesaler salesman.

STANLEY

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY
This famous trademark distinguishes over 20,000 quality products of The Stanley Works, New Britain, Conn.—hand tools • electric tools • builders hardware • industrial hardware • drapery hardware • automatic door controls • aluminum windows • stampings • springs • coatings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.
CANADIAN OFFICES: RIXTON POND, P.Q. AND HAMILTON, ONT.

Greater Sales and Profits in 1960!

the ideal metal roofing nail
SEALS ITS OWN HOLE!

DIXISTEEL

TRADE MARK

LEAD HEAD NAILS*

*Made under patent number 2077784

The ideal roofing nail in the ideal package—handy 50-pound Nail Caddy.

Sell this nail with the full assurance that it can't be over-driven; that its head will not fly off because of contraction or expansion of roofing during weather changes or high winds; that the lead head will spread and seal the nail hole to prevent leaks.

Display DIXISTEEL Lead Head Nails where customers can see them—and watch sales grow!

Order from your wholesaler or jobber.

● *Free samples on request!*

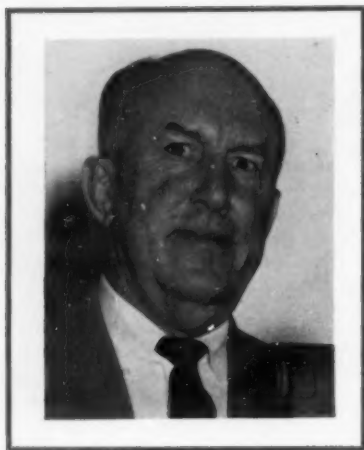
Packed in 50-Pound Nail Caddy

EASY TO DISPLAY ● EASY TO HANDLE ● EASY TO STORE

ATLANTIC STEEL COMPANY ● ATLANTA 1, GEORGIA

P. O. Box 1714 • TRInity 5-3441

The Soaring '60's



HUGH M. DAVIS

C. M. McClung & Co.
Knoxville, Tenn.

The decade ahead probably offers more challenge to the Southern hardware wholesaler than any similar period. The way in which this challenge is met will determine for some their ability to continue. It is my considered opinion that all of the "Sixties" will not be good for business, nor will all of the "Sixties" be bad business years.

Competition from new sources which made its imprint in the "Fifties" will be even more keenly felt in the period ahead. Discount operations will become increasingly important, and specialty jobbers, as lines become more complex and require more technical knowledge, will become a greater threat to those distributors who do not keep up and keep their sales force up-to-date with the knowledge and sales effort necessary to successfully sell these new classes of products.

There is nothing in the immediate future that should disturb too much the distributor who keeps his organization up-to-date, with purchasing departments geared to the tempo of the "Sixties," his sales department enthusiastically aggressive and equipped with proper knowledge and furnished with the best possible catalog and other selling information. There is nothing more important in meeting the "Sixties" than intelligent and enthusiastic sales leadership and sales direction.

Particular attention must be given to the upgrading and training of the younger executives in all levels of responsibility, with careful attention given to the choosing and training of future top-level prospects. In fact, on this one phase alone will rest the future success of many distributors.

It is imperative that wholesalers and retail customers get closer together, and a successful wholesaler must develop a plan to increase sales, turnover, and profit for his retail hardware customers. This plan must be simple, feasible, and profitable to both wholesaler and retailer. More and more hardware retailers are recognizing their need for help, and the wholesaler who best supplies this need will strengthen his chances for profit and growth in the "Sixties."

There are many ways in which manufacturers can assist hardware distributors: through the development of better visual selling material, closer contact through the distributor with the dealer's problems, and more attention to the need of the dealer and whole-

(Continued on page 108)

Five leading Southern distributors give their views on what the new decade likely holds for hardware wholesalers.



JOE F. WOOD

Corpus Christi Hardware Co.
Corpus Christi, Tex.

Our firm is making long range plans because we believe that hardware wholesalers can prosper in the next decade. We do not plan to wait for a return to so called normal times nor for the passage of laws or subsidies to keep our business prosperous. There is a tangible value added to merchandise through well-planned, efficient distribution. We intend to increase the value we add to the goods we sell our dealers through careful, fast, economical performance as an independent, full-functioning wholesaler.

The writer's first hardware experience was at the age of twelve, assembling wooden wheel barrows and red wagons as well as measuring off cotton plow lines for the "first Saturday" farm trade. During the ensuing 40 years, I have seen the "bright boys" and the "calamity howlers" on many occasions predict the passing of the hardware wholesaler and hardware dealer.

I remember when the mail order houses were going to put us out of business. Now they operate local retail stores and distribution warehouses just as we do, at about the same overhead expense. Next came the variety stores with open display and self-service and again we were doomed. Do you remember the wave of hysteria that swept us? All hardware stores had to be painted orange and black and all goods put on open tables. The wrapping paper and paper bags had to be orange with advertising messages in large black print. The hardware distributor that could not supply a nail hammer to retail for 49c, a paint brush for 5c and a can of paint for 10c was a "goner." About all that happened was that we no longer have to give valuable space to cheap merchandise that is not profitable.

At present, there is another wave of disturbed "viewing with alarm." Supermarkets are handling hardware and housewares in the hope of replacing profits that have been destroyed, in their own field, by their policy of mass movement of goods at too little profit. Discount houses, which are usually predicated on destructive policies, we feel have largely passed their peak. Cooperatives have been with us in some shape or form since the first one failed in the days of the early Christians. There are fewer in our field now than there were a few years ago.

If this type of wholesaler is destined to replace the full-functioning wholesaler, then it is logical to assume the same system will eventually take over the manufacturing function also. I believe that the wholesaler who develops competent leadership, who will change

(Continued on page 108)

The Soaring '60's



J. C. ERWIN

Allison-Erwin Co.
Charlotte, N. C.

So much has been said about the "Soaring Sixties" and the boom which they will bring that some of us might get the notion that life will become a bed of roses and that we can coast through the predicted boom.

Much as I hate to be a "kill-joy," it is my opinion that nothing could be as disastrous or as unwarranted as thinking that there is any magic in the new decade which will make the distributing business a Utopia.

First of all, I am reasonably certain that business will not be booming during the entire 10 years. There are already some signs that many of the year-end predictions may have been overly optimistic.

I am equally as sure that the competitive forces which are troublesome to all segments of the hardware business will not diminish in their variety or their intensity.

Even so, our company's attitude toward the Sixties is one of "Conservative Optimism."

All wholesalers must certainly be on the alert to changing conditions and be ready to add new lines, adopt new politics and experiment with different techniques in order to meet new challenges as they arrive. By so doing, they cannot only justify, but actually amplify the significance and importance of their function in the chain of distribution.

It would be foolish to try to predict what may be expected of the progressive distributor in the years to come. But, if we never lose sight of the fact that we have a continuing responsibility to both the manufacturers, whose lines we handle, and to the dealers, whom we are privileged to serve, and, if we use every means at our disposal to discharge both responsibilities with vigor and vision, we shall not only survive the "Soaring Sixties," but should be an even stronger factor when we reach the "Staggering Seventies."

A challenging new decade

The Soaring '60's



GEORGE H. NORSWORTHY

The Schoellkopf Co.
Dallas, Texas

It is my belief that the future for the hardware industry as such is excellent. With the tremendous population growth expected in the next 10 years and the consequent large increase in family formations a tremendous market is being built for the products which the hardware wholesaler and retailer sell.

I think the big question is, who is going to sell all of this hardware. Certainly we wholesalers hope that the traditional manufacturer-wholesaler-retailer distributive chain will successfully overcome the obstacles which they face today and enjoy the greatest portion of this business.

It is my opinion that the wholesalers themselves must strengthen their own organizations from every angle. They must have better trained and more efficient personnel throughout their organizations. They must streamline their warehouse and office procedures to enable them to operate with the lowest possible overhead expense, and through training they must develop more qualified and more aggressive salesmen to do a better job of selling their products and of rendering a service to the retail dealer.

If we expect the support of manufacturers we must provide the true selling function which is one of our primary responsibilities. I also believe that wholesalers must develop management and merchandising assistance for hardware retailers to assure themselves and their customers the maintenance of their share of the hardware business.

Manufacturers, I think, must decide the type of distribution which most closely fills their needs and then be willing to support and defend that type of distribution against the other forms of distribution which threaten it.

I am glad to say that I believe most distributors today recognize fully the problems facing them and are gearing their organizations effectively to serve the hardware dealer on the most efficient basis. Many have made great strides in that direction. Under these circumstances I believe the future for the wholesale hardware industry is most promising.

for Southern distributors

The Soaring '60's



JOHN W. SHEFFIELD

Sheffield Hardware Co.
Americus, Ga.

In my opinion the outlook for hardware wholesalers in the next decade is for a continued dog fight to survive. We will continue to fight among ourselves, and also to fight other methods of distribution that already are with us, and which will come into being within the next decade. In other words, I think competition is going to be keener.

Business should be good. There are more people, more money, and more leisure time, but in my opinion, profits will continue to diminish due to the cost of getting business and trying to hold it. Profits also will continue to go down due to the manufacturers' tendency to narrow the wholesalers' margin, and also a tendency among dealers to become more price conscious. They seem to think they are doing a bigger job when they buy something cheap, rather than when they make a big, profitable sale.

In my opinion dealers are paying too much attention to price without regard to services rendered, and also without regard to their own turnover. Those distributors who get too hungry for business, and think that volume will compensate for lack of profit probably will not be around to see how the decade finally ends.

Distributors of hardware should make efficiency their watchword—do everything they possibly can to keep costs down and still perform distributor functions. Each distributor should prove to the manufacturer that he can do the job of distributing cheaper than the manufacturer can. He should strive to educate the dealer to the fact that in most cases buying direct is an expensive luxury, unless he (the dealer) has unlimited finances and unlimited warehouse space. He should work with the dealer in every way possible to make him a better dealer—work with him on promotions, show how promotions will benefit him, and impress upon the dealer that it is necessary that he do this to keep what should be his business from going through other channels.

Every manufacturer of hardware should choose his method of distribution and stick to it. He has no right to skim off the cream in big sales to department stores, chain stores, municipalities, industrials, post exchanges, etc., and then expect the distributor to exist on the small, hard-to-get balance that is left.

Many manufacturers still need to take a realistic view of some of the hardware wholesalers' ever present problems such as cataloging, shipping, sampling, salesmen, extending terms, etc., and do everything possible to help cope with these problems.

A dealer should be loyal to those distributors who are working for him. We miss business every day by two or three cents a keg on nails, or two or three cents a square on roofing to distributors who have never made an effort to assist a dealer in any way, and has not spent one cent in support of any retail hardware association.

When a distributor offers a dealer a promotion the dealer shouldn't
(Continued on page 112)



AUTOMATION IN THE OFFICE

**An electronic brain — IBM's Ramac 305 — is put
to work by two Southern wholesalers**





Jesse Wisley, Orgill's IBM department manager, watches the RAMAC magnetic disk operation. The Ramac 305 has the unique ability to locate randomly stored records for updating or management reference without searching. It can "memorize" five million characters of data in its disks.

**a year's
testing proves...**

Ramac Cuts Costs for Orgill Bros.

THE SOUTH's largest wholesale hardware warehouse has licked the staggering problems of inventory control, processing and filling of orders and paper work headaches that come from stocking 43,000 different items and serving 15,000 customer accounts.

It accomplished this feat almost overnight—and without use of a magical wand.

The explanation really is quite simple:

Orgill Brothers & Co., operating a 600,000-square foot warehouse in Memphis and branches at Jackson, Miss., Shreveport, La., Little Rock, Ark., and Fort Smith, Ark., is in step with the age of electronics.

The company feeds its inventory, shipment, accounting, catalog and a host of other business problems to an electronic brain—RAMAC 305—and this IBM marvel solves them faster than a salesman can whip out a pencil to write an order.

Orgill was the first wholesale hardware concern to go to RAMAC (short for random access method of accounting and control) as a complete switchover—not a gradual change—at one time. It switched to RAMAC January 1, 1959.

It's a long way from the steamboat and horse-and-buggy era to the electronic era, but Orgill has made the transition in tremendous strides.

The company has been service-minded since the day it first opened its door—April 1, 1847—in a rough little town on muddy bluffs overlooking the Mississippi

IBM department employee at Orgill Bros. is shown here pulling heading, shipping and term cards used in the company's Rmac system of accounting and control.



By Richard Lane

River. Down through the ages, with service as a solid foundation, Orgill has grown and prospered despite yellow fever epidemics, panics and depressions, wars and floods. Its \$2,000,000 warehouse in Memphis, dedicated in 1954, is a concrete monument to the vision of William Orgill, the company's far-sighted founder.

That new building, a one-story giant covering 14 acres and containing a mile of conveyor lines, brought increased problems, however.

With inventory and sales expanding steadily, the old system of 10 tub files was proving inadequate despite the efforts of 39 trained employees to keep up with the times.

So Orgill officials, after examining other Rmac installations in operation, switched to IBM's electronic brain.

Now, after a full year of Rmac use, Orgill officials are even prouder of their Rmac operation. Last year was the biggest year in the history of the 113-year-old company. The wholesaler found, with Rmac, it actually handled more business with less help. Only 30 persons are required to operate the Rmac system as used by Orgill.

Let's take a close look at the Rmac system and see just how versatile it is, how efficient and how easy to operate.

"Rmac is a much simpler system than was our old system," Jesse Wisley, Orgill's IBM department manager, explains. "Before, we had to depend too much on clerical help. Now there is much



About 20% of orders require checking before going to the warehouse.



These employees are key punching order cards.



Order cards are sorted for warehouse sequence.



Above: This high speed machine runs shipping tickets. Right above: These employees match the salesmen's orders with cards and shipping tickets. Right: Running of invoices on this machine is fast and accurate.



shipment, verifies catalog numbers and speeds up writing of shipment orders.

Now when a salesman writes an order, it is necessary only to put down the catalog number, unit of measure and quantity and a brief description. The only reason for the brief description is in case the salesman has an invalid number that won't go through the machine. Thus, the brief description is to identify the article in case the number is wrong.

By simplifying order writing and requiring less writing, Ramac can mean up to 20 percent speed-up in order writing. Or to put it another way, the machine increases the salesman's order writing time up to 20 percent.

All of Orgill's 15,000 dealer accounts—in Tennessee, Arkansas, Mississippi, Missouri, Kentucky, Illinois, Alabama, Louisiana and Texas—have numbers. The credit department inserts this number at the time it approves the order. This number is used for pulling the customer's heading card and also used for hash total.

By using the hash total system, 80 percent of all Orgill orders don't require further checking. The hash total is composed of

less clerical handling throughout our system. Orders get in faster and get out faster.

"Ramac has streamlined our office operations. It has increased efficiency, improved accuracy by catching errors, reduced personnel and drastically curtailed the amount of time required by clerical checkers prior to order issuance to the warehouse."

Ramac 305 does all this because of its unique ability to locate randomly stored records for updating or management reference—without searching. It delivers this information in seconds—or less.

The ingenious machine uses a disk storage file that can "memorize" five million characters of data. Its magnetic disk memory provides for "in-line" processing of information. An electronically

controlled read-and-write arm moves at random to any location on the magnetic disks, which revolve at 1,200 rpm, to process vast quantities of business data stored on them in the form of magnetized spots.

The Ramac 305 system comes with an on-line printer but Orgill doesn't use the on-line printer. Instead, it uses the IBM 403 accounting machine for printing of data.

Use of this self-checking number device eliminates checking of orders, verifies the correct unit of

"Ramac has streamlined our office operations. It has increased efficiency, improved accuracy by catching errors, reduced personnel and drastically curtailed the amount of time required by clerical checkers prior to order issuance to the warehouse."

Business last year hit a record high for Orgill Bros., but the company—aided by its Ramic system—handled this greater volume with less manpower.

digits of customer numbers and the quantity order. This system cuts down checking time required under the old system.

By using the self-check catalog number with Ramic, the warehouse has freedom to rearrange merchandise for picking up without any changes in the catalog. The catalog number used to be the warehouse location code. Now Ramic stores the warehouse location number and releases it on each item on the order. Every one of the 43,000 different items in the Memphis warehouse has a location number.

Key punchers now punch only quantity, unit of measure, catalog number and price reference. There are three choices of prices—1, 2, 3—in the punch price
(Continued on page 114)



Shown above are general views of Orgill's IBM department, requiring 30 employees for the Ramic system as against 39 for the old tab-file system.



Receiving tickets are checked against factory invoices.



• Here inquiries regarding inventory in stock are made.



with RAMAC...

A New Efficiency at Amarillo Hardware

By Ed. Vogt
Amarillo Hardware Co.

as told to

Bob King
Southwestern Editor

ALTHOUGH in operation for only a few months, the installation of the IBM RAMAC system at Amarillo Hardware Co., Amarillo, Texas, has brought about a number of impressive changes for the wholesale hardware firm.

The changes relate to savings in time, cost, labor, order writing and stepped up efficiency in company operations, plus precise, immediate information available for management as to inventory, sales activity and cost accounting.

Amarillo Hardware operates in portions of five states and has a warehouse inventory of about 45,000 items. The IBM computer's magnetic disk memory unit stores a separate account for each of these items to take care of the company's more than 4,000 customers. Each customer also has a separate account record stored in the RAMAC, and is identified by his IBM number.

Everyone concerned is pleased with the increased efficiency and speed in filling orders and billing with the new system. Salesmen have much less work writing orders. They simply write down the customer's IBM number, fill

By feeding inquiries into the RAMAC magnetic memory unit, left, the operator can find the status of any of the company's 45,000 items in stock in a matter of seconds. When an order is run through it checks the amount of stock on hand, subtracts amount on order from present inventory and adds the year to date sales figure.



out the order with the items needed and their corresponding IBM numbers, and send it to the main office.

If they need information as to the availability of a certain item, a call to the main office starts an inquiry through the RAMAC and in a matter of seconds the machine types out the status of the inventory, total number now in warehouse, total on order, if any, and total number of items sold to date for the current year. The salesman usually has the information for his customer in less than a minute.

Warehouse personnel are now able to fill orders with much less effort and far more quickly. Floor tickets sent to the warehouse have the items on the order listed in sequence as to location. The ticket also gives the floor on which the stock is found, the section, and the aisle number. Items at the top of the page will be near the front of the warehouse in the aisle indi-

cated. Each item is listed down the page so that as the clerk progresses down the aisle, he is near the end of the aisle when the order is filled.

Formerly, warehouse personnel found it necessary to skip back and forth as they filled an order and often retraced their steps many times.

Customers find that they now get an invoice with the truck delivery of their order, which also gives them the suggested retail price of each item. The suggested retail prices are based on the NRHA turnover handbook, and the retailer saves a great deal of time by eliminating the need of figuring his customary markup for each item.

R. C. "Jack" Neely, Jr., Amarillo Hardware's president, points out that this method helps the retailer compete with local chain stores and national companies on retail selling prices.



Incoming orders are turned over to the verification desk. Information is checked and the time of arrival stamped on order.



Key punch operators, left, punch cards for incoming orders which will refer to the customer's file by code. The status of each item on the order is similarly checked. The RAMAC printing unit, above, prints invoices and a stencil label as the memory unit is checking off the availability of each item listed on the order.

Manufacturers now can get information concerning their products as to how well they have sold during the year and what peak and slack periods are indicated so that they can have additional quantities on hand for shipment.

Taking the same length of time required to fill orders, operating efficiency is now up more than one third as a result of the new system.

Taking an order from among the 700 to 800 that arrive at Amarillo Hardware on an average working day, these are the various stages and procedures it goes through until shipment.

Savings in: Time Costs Labor



The card sorting machine quickly sorts item cards into warehouse location sequence.



Ed Vogt supervises the accounting and IBM departments at Amarillo Hardware Co.

When the order comes in from the salesman, it has the customer's IBM number which identifies him.

The order goes first to the (1) verification desk. Here it is checked for the IBM number, (one is assigned if a new customer), checked for discount, has terms placed on it, salesman number is checked, then the order is stamped as to time received.

Next the order is turned over to the (2) key punch operator. This operation consists of punching a heading card, if a new customer, which gives the customer's name, address, shipment number, and back order or re-order code if indicated. Regular customers already have their name and address on file in the memory unit, which is referred to by their IBM code number punched on the heading card.

A terms card, routing card and item card are also punched at this time. The item card lists the IBM number, selling unit and quantity ordered. A comment card may also be punched, giving substitute colors or other information.

From the key punch machine, the cards are fed directly into the (3) RAMAC, processing unit and memory unit via the 380 console

reader. This magnetic memory unit is the heart of the system and holds a separate inventory account for each of the company's 45,000 items in stock. It also holds a separate record for each of the company's more than 4,000 customers.

The RAMAC has a capacity of 10 million characters, or 100,000 lines of 100 characters per line. When the punched cards are fed into the machine, it refers first to the customer's file and punches a name and address card.

Simultaneously on the (4) RAMAC 370 printer unit an invoice stencil label listing the customer's name, address, shipment number, routing and purchase order number is being printed.

If all stock to fill the order is on hand, the machine subtracts the amount of the order from its on hand inventory for each item. Year to date sales figures for each item also are added.

If an item is not on hand, or there is an error, the information is printed by the typewriter part of the RAMAC console. Re-order and back order items are thus indicated immediately.

The number of cards punched also is listed and checked to see



The 402 accounting machine prints information on floor tickets from the item cards. Orders are filled from these.



A 582 alphabetical interpreter types information about the customer and the order across the top of the card. Cards are then held in a pending file until all floor tickets are returned. Correction cards are punched and all cards are fed back through RAMAC which makes the corrections and prints the completed invoice.

that all are on hand. The cards also are checked for out of stock and re-order cards.

They are then placed in the (5) 082 card sorting machine. Item cards are sorted into proper warehouse location sequence and then placed in the (6) 402 alphabetical accounting machine which prints items ordered on the floor tickets.

Items are listed as to the particular floor where they are to be found and each ticket also gives the number of each item ordered, name of the item, section location and aisle number.

The floor tickets are then routed to the proper warehouse floor locations, and the cards run through the (7) 557 alphabetical interpreter which prints the name, address and other information about the customer across the top. The cards are next sent to the pending file until all floor tickets are filled out by warehouse personnel.

When these tickets are returned, the pending file clerk checks the order as to the total quantity shipped, sends notice of any adjustments that may have been necessary in the warehouse to the key punch operator, so that correction cards may be punched.

When correction cards are punched all cards are returned to RAMAC. Corrections are made as to inventory stock, then total of dealer's cost for the items shipped and profit determined along with suggested retail price.

The completed printed invoice is thus received from the machine, and one copy sent on the truck delivery with the order. Another goes to file, one to the salesman and the control copy to the accounting department where charges are made to the dealer's account.

The procedure of following one order through the various machines appears quite complicated. However, with dozens of orders being processed at once to take care of average daily shipments of more than 6,000 items the savings in time, cost and labor is highly impressive.

Neely estimates that when the system is in full operation the company will realize a savings in office and warehouse personnel amounting to about 20 people. He also tells of the value of the information gleaned from the system from management's viewpoint. "At any time we wish," says Neely, "we can get an accurate, up to

date report on any item in our stock. We can quickly tell how it sold during the year, what the seasonal trend may be and when or if additional quantities should be ordered.

"Also, it gives us the opportunity to check sales activity in various areas, and now we can figure gross profits for each month and each department as to cost distribution and cost accounting.

"Under the old system we did not have cost accounting and could not tell our profit margin for each department until the end of the year. Now we do it monthly, and it could be daily if we wished."

Within a very short time, the system will be set up so that accounts receivable will be handled by RAMAC. When the system is in full operation, company management will be more informed, more efficient, and have the means at hand to find needed information in a matter of seconds when management planning requires it for future expansion and changes.

In

sales promotion

help:

What Dealers Want from Wholesalers

Southern Hardware
TRADE SURVEY

EFFECTIVE promotional help from their wholesale distributors is a compelling need today of hardware retailers throughout the South.

Faced with competition from numerous other outlets selling hardware products, independent hardware retailers are looking to wholesalers to help shore up their competitive position by providing aggressive sales and promotional aids.

Dealers view their problem quite clearly. An ever widening list of outlets—groceries, drug stores, variety stores, chain stores, filling stations, etc.—are cutting into their sales by consistently offering hardware products at promotional prices. To hit back at this competition, dealers want the opportunity to offer similar merchandise at competitive prices.

They want anything that will help so long as the program or materials offered are suitable to their trade, easily adaptable, and inexpensive. They particularly favor broadsides and monthly and seasonal circulars brimming over with a variety of salable products at attractive prices which will help them beef up traffic in their stores.

Extensive Survey

A survey of 2,500 dealers recently conducted by SOUTHERN HARDWARE magazine revealed this intense interest which dealers have in any help from wholesalers which will aid them in selling more merchandise at a reasonable profit.

Of those dealers participating in the market study, 65% reported that they are currently being offered promotional help in some form by distributors. Oddly enough, however, 29% stated that nothing in the way of promotional help is being offered to them by their suppliers. And this picture is further darkened by an additional six percent who claim that "very little" is available to their stores.

This is a startling situation, for there are few wholesale hardware houses which do not have some types of sales promotional aid to

make available to dealers.

But the fact that this large a portion of the reporting retailers claim that nothing is available suggests that many wholesalers themselves have done an inadequate job of "advertising" these services to their dealer customers. In this the distributor salesman can perform an invaluable service both to his customers and to the house he represents.

The burden, then, is on the wholesaler to keep salesmen well-educated on all programs and to keep them supplied with up-to-date information on new manufacturer promotions. Wholesaler salesmen, in turn, must be sufficiently interested to stay abreast of what is available. And they must have the energy to help their customers use what can be effective for them.

This complaint was occasionally registered: "I'm not offered anything. I'm too small an independent to be considered an important account for distributors."

It is obvious, then, that in too many cases the distributor salesman is making little effort to acquaint his customers with sales aids being offered, or to really encourage the dealer to expand his promotional efforts.

It is a primary responsibility of the wholesaler salesman to keep his customers informed at all

times of the sales promotional help available to them.

Make no mistake about it, wholesalers are offering plenty of such assistance to dealers. The survey, in fact, showed just what a broad and diversified list of promotional help is available. And virtually all of this help is used in some degree.

Naturally there are dealer complaints, for the usefulness of materials and aids changes from dealer to dealer, depending upon store location and types of customers. But generally, dealers are happy to get this help and want more of it.

An analysis of the various wholesaler promotional helps

These Promotional Aids Are Now Used Most Frequently by Dealers

- 1. Specially priced merchandise made available each month.**
- 2. Monthly or seasonal circulars promoting "specials."**
- 3. Display fixtures, racks, dispensers.**
- 4. Hand bills.**
- 5. Cooperative advertising.**
- 6. Advertising mats.**
- 7. Interior display materials.
(Posters, banners, etc.)**
- 8. Window display materials.**

✓ ✓ ✓ ✓ ✓ ✓

**Dealers need promotional help
and want it badly, but they're in-
sisting upon inexpensive materials
suitable to their trade and easy to
use.**

A Job for Distributor Salesmen

... It is a primary responsibility of wholesaler salesmen to keep their customers informed at all times of the sales and promotional help available to them.

which dealers are using showed that the following are used most frequently and have proved to be most effective.

1. Specially priced merchandise made available each month.
2. Monthly or seasonal circulars promoting "specials."
3. Display fixtures, racks, and dispensers.
4. Hand bills.
5. Co-op advertising.
6. Advertising mats.
7. Interior display materials. (posters, banners, etc.)
8. Window display materials.

In the above list it is promotionally priced merchandise that is most in demand by dealers. At the same time, however, some feel

that broadsides and monthly and seasonal circulars offered by wholesalers are too high in price and frequently beyond the means of "the small dealer with limited credit."

Other dealers criticized the item of the month program to which they subscribe, complaining that the items chosen frequently are not well suited to their trade and so are of little benefit to their stores. Still other dealers point out their need for being kept up to date on manufacturers' specials.

Once again the burden falls on the wholesaler salesman to stay abreast of the specials offered by his house in order to keep his customers posted on favorable pro-

motional deals.

Several dealers emphasized the need for help in newspaper and television advertising.

"We need more mail pieces and mats without begging for them," one dealer said.

Another retailer made a similar comment: "We would like better service on ad mats. We get a few by brow-beating. They should be included with the merchandise if it warrants advertising."

What types of wholesaler sales and promotional help is of little or no use to dealers?

This question has but little merit, for in truth, most dealers, in their urgent need for this kind of assistance, use, in some measure, most anything that is made available to them.

However, there were scattered criticisms of what is offered, with the following promotional helps most frequently mentioned as ineffective or not worthwhile:

1. Circulars purchased from wholesalers.
2. Direct mail.
3. Seasonal catalog or flyers.
4. Cooperative advertising.
5. Housewares specials.
6. Counter cards and envelope stuffers.

One dealer finds unsatisfactory a deal for purchasing circulars from wholesalers: "You buy 1,000, 2,000, or 5,000—whatever number you think you can use at about \$20.00 per thousand. Then you buy the article on the circular, substituting in some cases with what you already have on hand. At the end of the sale you have a

A Dealer Sums It Up...
"Just about anything offered helps if you use it."

lot of merchandise on hand of brands and perhaps prices you do not regularly carry. But you must have what is advertised in the circular, as they buy by the tens of thousands, of course, and the only change that can be made in the circulars is in the name of the stores printed on them. You do not have any choice in the merchandise offered. We find this system bad for us. This is an example of wholesalers' help."

In the opinion of another hardware man, it is "too expensive to distribute seasonal circulars and to keep a supply of the items listed."

Another retailer, expressing the view of several, finds cooperative advertising "too high priced for the individual merchants."

In all, however, the criticism of materials being offered were infrequent. Overwhelmingly, dealers have a pronounced interest in any help which can be used to advantage.

One retailer perhaps summed up the feeling of a majority: "Just about anything offered helps if you use it."

This need for promotional help extends also into the area of store planning and in the design and placement of fixtures. Among those dealers who returned a survey questionnaire 47% stated that such a planning service is available from their wholesale suppliers. A slight majority, however, —52%—indicated either that no such service was available to them or that they were unaware of such a service from distributors. Here again it would appear that the service of some wholesalers has not been adequately explained to their customers.

Of those dealers who reported that a store planning service is available through their wholesale suppliers, 58% find the service helpful, while only a negligible percentage indicated otherwise. The remainder made no comment, indicating that while they are familiar with such service they had not taken advantage of it.

Nevertheless large numbers of dealers are keenly interested in

store planning. They emphasize need for such service. At the same time, however, the high cost of manufactured fixtures makes them wary. What most seem to really prefer are relatively simple plans which would permit them to construct their own fixtures.

A number of dealers felt that the cost of following through on such a program of store modernization was not justified.

As one dealer expressed it, "They want you to spend \$4,000 to \$6,000 for a new counter display, shelves, etc., and they are out of date in five years. Then they want to do it over again."

Another said: "Such a service is not helpful. You only change fixtures once in 10 years or more."

In the view of still another "the hold back is that they would probably want you to buy new fixtures."

Despite these infrequent criti-

cisms such services apparently are badly wanted and needed.

The reply of one dealer aptly summed up the feelings of numerous others: "Give us the plans or suggestions," he said. "Most small dealers cannot afford manufactured fixtures or those available through the association. Give us simple plans for remodeling units for making do-it-yourself fixtures. With these we could do one or all at a time or change a fixture to better display our goods."

Of all the various promotional aids available from wholesalers, what do dealers want and need most? An evaluation of their replies leaves little doubt about this. Promotionally priced merchandise to enable them to compete with other outlets seems to be their major interest.

"We need a series of 'specials' to advertise and offer which
(Continued on page 122)

Here's the Help Dealers Want Most

- 1. Merchandise in demand by customers.
- 2. Up-to-date information from wholesaler salesmen on promotions.
- 3. Cooperative advertising.
- 4. Help with store planning and fixture design and arrangement.
- 5. Faster delivery on seasonal items.
- 6. Packaging for display.
- 7. Advertising mats.
- 8. Store and window display materials.
- 9. Product demonstrations and sales meetings for store personnel.

Our Sales Aid Program Works!

By Walton Hicks

President
I. W. Phillips & Co.
Tampa, Fla.

Three years ago I. W. Phillips & Co. inaugurated a determined, organized program to help retail hardware dealers meet growing and changing competition. The plan took the form of advisory and supervisory aid in modernizing store fronts and layouts, design and selection of fixtures, basic stock selection, departmentalization of merchandise, inventory and turnover control, display techniques, sales promotion, and advertising.

Here is the story of this aid-to-retailers program, why and how it was started, how it has been implemented, and its happy results to date—for both wholesaler and retailers.

WE ARE WHOLESALERS with an organized plan to help our retailers help themselves, and thus help ourselves.

I. W. Phillips and Co. has been in the wholesale business in Tampa, Florida, for 62 years. It was only a few years ago, however, that we became acutely aware of the increasing plight of the independent retail hardware and building supply dealer in his desperate and constant fight against ever increasing odds. A



← Walton Hicks, seated, president of I. W. Phillips & Co., Tampa, Fla., with company executives who developed and operate a successful wholesaler's merchandising assistance program for retailers. Standing, left to right, are Harold Anderson, merchandising manager; John Collar, sales manager; and Walton (Skip) Hicks, Jr., vice-president and general manager.

...Here's the story of an aid - to - retailers program, why and how it was started, how it was implemented, and its happy results — for both wholesaler and retailers.

fight which we had to admit he was waging alone.

It is no exaggeration to say that I have spent sleepless nights trying to figure out ways and means whereby our company could be of some realistic help to our retailers who were so plainly being increasingly beset from all sides by new, growing and massive competition.

My conviction of the need for help seems to be well supported by statistics that have been furnished us by a national source, showing that during the calendar year of 1958, purchases of hardware items by consumers in the State of Florida were on the basis of 60% from outlets other than independent retail hardware and building supply stores.

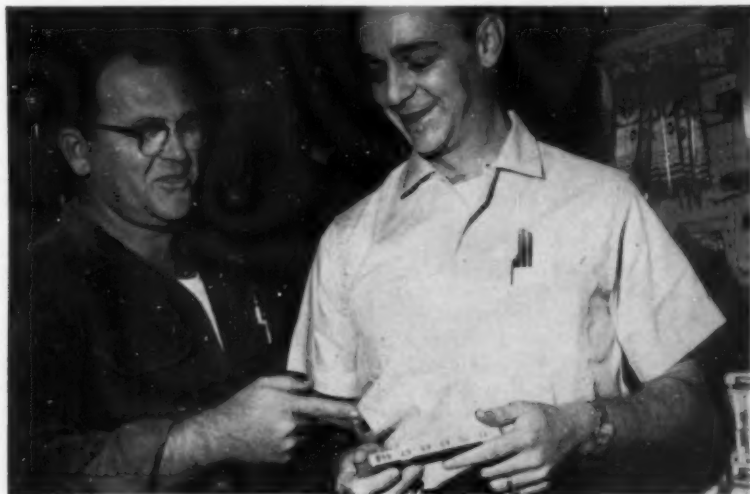
We have felt a grave responsibility to our retailers primarily

because it was they who had built this fine old business and because our only hope for a sound future for this business lies only in the success of the independent hardware and building supply retailers within this state. I want to emphasize that my concern was not of altruistic origin. It grew from a determination to help ourselves by making an all out and determined effort to try to get help to our retail friends.

Our efforts and our expenditures were prompted by the urge to survive accelerating competitive pressures from outside our own industry.

Help, of course, meant a heavy outlay of both effort and expenditure by this company.

With a national average of 1.21% net profit after taxes for the year 1958 as a matter of



Allen Fegenbush and Robert Clemmons, I. W. Phillips & Co., merchandisers at work setting up display bins with prices and stock control information on each item. Left, Herschel R. Baker, merchandising foreman for the company, discusses stock arrangement with Bryce W. Hawkins, owner of Mantee Hardware at Bradenton, Fla., whose large general store is being modernized in the Phillips program.

"Our program is no panacea nor a cure-all for the retailers' problems. In fact, its success depends far more on the retailers' efforts than upon our own. We state that emphatically to every retailer who applies for participation."

Modernization for

record for the nation's hardware wholesalers, we had to face the problem of how to absorb this expense and remain competitive in our own field.

We entered into our program with the conviction that if our services were effective, it would eventually pay for itself in increased sales volume to our retailers—and to ourselves.

We initiated our program by associating ourselves with Paul Cosgrave and Associates of Larchmont, New York, who are nationally recognized as consultants on hardware merchandising. This fine firm provided us with the basic guidance and know how on which our program has been built. This connection was established three years ago.

Our next step was to try to find one of the outstanding hardware store merchandising men in the country to become a member of our own organization. We were most fortunate in securing the services of Harold Anderson, for many years merchandising manager of Kelly-How-Thompson Co., veteran hardware wholesalers of Duluth, Minnesota.

Duluth is in an area where chain, co-op and other forms of mass merchandising most sorely beset the independent hardware and building supply retailer.

As soon as Anderson joined us our top executive staff made up of Walton Hicks, Jr., vice-president and general manager, John Collar, sales manager, and Anderson as merchandising manager dug in to build our dealer help program. For a year and more midnight oil was burned around here by the bucket full.

We are in a position now to make a progress report. Since we initiated our program we have helped more than 70 retail hard-



Ready for opening sale, Broome Hardware Co. at Melbourne, Fla. illustrates typical treatment under I. W. Phillips merchandising program. Detailed drawings of store fixtures required are available to dealers.

ware and building supply dealers in Florida to help themselves. Thirty others are scheduled to enter the program as rapidly as we can extend the service to them. Applications for participation have been increasing steadily over the past year. Meantime, we are developing and expanding the detailed services to the limit of our facilities.

Our program is no panacea nor a cure-all for the retailers' problems. In fact, its success depends far more on the retailers' efforts than upon our own. We state that emphatically to every retailer who applies for participation.

Certainly we do not try to tell anybody how to run their business. We merely say we have tried to prepare ourselves to help any retailer who after hearing our story feels that he wants our assistance.

There is probably nothing new in our program—we have simply tried to gather together the best

in hardware merchandising, some of it borrowed from the chain stores and to bring it to our own retailers in a form that makes it usable by them.

Again we say we are not philanthropic, while we have no form of legal contract as a requirement, we do, of course, expect our retailers who profit by our services to recognize that service by giving us the benefit of their increased volume of sales.

The keystone of our program is our basic stock turnover list. With guidance from Paul Cosgrave we compiled our own from our knowledge of conditions in our territory and from our own detailed Kardex records of item turnover. When at a later date the National Retail Hardware Association came out with their fine accomplishment of basic stock lists (their Turnover Handbook) on a national basis we integrated our lists with theirs. Our lists have been formally approved by

Broome Hardware...



In typical tools display of the I. W. Phillips program each item is allotted space commensurate with saleability to eliminate double handling from warehouse or back room stocks. Each single item displayed has a "home."

the National Retail Hardware Association.

Basic stock lists are developed from research which proves that as a general thing 80% of the dollar sales volume in an average hardware store is done on 20% of the items. Our basic stock lists include more than 6300 items divided into 18 departments.

Our basic stock list includes the Turnover Handbook suggested program of realistic retail mark-up enabling the independent retailer to keep an eye on his chain store competition and to make a maximum mark up on the countless competitive items.

But even a proven inventory of saleable items will not move if they are not well displayed and consumers are not attracted to see and handle them. Store planning is vital to successful merchandising.

We offer a complete store planning service from floor layout to fixture design and appealing store



Allen Hardware Co., Bushnell, Fla., in its first modernization since 1933, was made bright and attractive through the I. W. Phillips merchandising program.

front arrangement.

We offer detailed drawings of all types of store fixtures required. We do not sell basic fixtures and the retailer is free to buy any fixtures that suit his taste and pocketbook best. The dealer may build his own fixtures or have them made by a local cabinet shop from our plans. They are designed for maximum display (Continued on page 122)



Shown above is a section of Battle's Gifts and Housewares at Bradenton, Fla., after remodeling under the I. W. Phillips & Co. program.

Wholesalers Need Better Public Relations

An
Industry
Leader
Speaks
Out

Wholesalers have an interesting story to tell. W. E. "Gene" Smith, president and chairman of the board of Oklahoma Hardware Co., in this interview with Southern Hardware Editor Bob King, emphasizes the need for an industry wide public relations program to get this story across to suppliers, dealers and consumers.



"Wholesalers are not doing an adequate job. Much more work is needed in our industry."



"We feel we have just scratched the surface at Oklahoma in good public relations."

Q Mr. Smith, Oklahoma Hardware is known to do an exceptional job in the field of public relations and promotion. We would like to ask you a few questions then, concerning your views about what can be done by hardware wholesalers working together that would improve public relations for the industry.

A Thank you, but we at Oklahoma Hardware feel that we are just scratching the surface and that a big job is still ahead of us in this field.

Q Do you believe that the hardware wholesalers are now doing an adequate public relations job?

A No. I am sorry to say that I do not. Much more work is needed in our industry. Let's take trade journals for example, which is

your field. With only a little time and effort on our part we can put our name before hundreds of customers. This is done at no cost to us, when we send in news about our company activities and changes. Yet, we are lax in doing this.

People like to read about what others in our industry are doing, and every issue of the trade journals contains valuable articles and information about programs to help dealers and wholesalers do a better job and in turn realize more profit.

We should all contribute to this, but too often we do not. So, we not only do an inadequate job of keeping the industry publications informed, but are restricting the flow of ideas between us that could help make the wholesale industry stronger.

Q Mr. Smith, in what areas of the wholesale hardware field do you think better public relations are needed?

A Actually, this goes into several areas, such as our suppliers, customers, employees, stockholders and consumers.

First, let's consider the suppliers. We need to do a better job of selling the manufacturers and suppliers on the value and ability of the wholesalers. People have a way of forgetting if they are not reminded of things. Consequently, we need to remind our suppliers what the wholesaler contributes to the industry and the services

have played a big part in this business growth. They have a lot to do with the success or failure of our business.

Q What about customer relations, Mr. Smith?

A I should say we are doing a better job in this area. Not that we're not still weak, but not so much so, perhaps, as in other areas. This is probably because we are more often in contact with our customers and this gives us more opportunity to tell our story and help them with their problems.

Wholesalers should always do as much as possible to keep their

been, "The Wholesaler With a Policy," and we do not deviate from it.

Also, we hold dealer meetings in various parts of our trade region . . . help them with special events . . . provide store fixtures at the lowest possible cost . . . offer consumer broadsides, handbills and special circulars at a very low cost by doing the work in our own completely equipped printing shop . . . help with advertising layouts and have an ad mat service. In short, we assume the responsibility of helping our customers move their merchandise into the hands of the consumer.



"I'm sorry that we in the industry are not doing an adequate public relations job."



"Wholesalers are often badly misunderstood by the average consumer."



"The best thing to do? Work together to strengthen the wholesale hardware industry."

we perform to keep merchandise moving into the stores and off the shelves.

We need to show them how this is done along with the constant aid we give our customers in service and promotion. At Oklahoma Hardware, we have no secrets about our company. We have no qualms about telling how many men we have in our field sales force, how our business is doing profit wise or any other information they may wish to know.

In the past eight years, our business has increased five times. It is our feeling that our suppliers

customers informed about their services. At Oklahoma Hardware, we try to do everything in the world for our customers. First of all, we stand by our policy. This policy boils down to one thing: we do not sell our merchandise at wholesale prices to anyone except selected retailers who maintain a stock for resale.

We do make sales for use in public service to authorized government agencies and our own employees are permitted to buy merchandise for their personal use only and not for resale to others.

For many years, our slogan has

Q Do you think that the consumer, the retailer's customer, is also in the area of the wholesaler responsibility?

A Yes, I certainly do. First of all, wholesalers are often very badly misunderstood by the average consumer. Many times he refers to us as the "middle man" or as a "parasite" who is simply causing many commodities to sell for a higher price than if they were sold direct.

At every opportunity, we accept a chance to tell our story before educational groups and business

Oklahoma Hardware's Gene Smith, a forceful proponent of the art, prescribes an industry-wide program.



"Wholesalers such as myself are trained in the wholesale field, not in the public relations field."

leaders in order to correct these wrong impressions. We point out that without the wholesaler, the manufacturer would find it impossible to sell in a nation-wide market because he couldn't sell direct to the millions of consumers scattered about the country.

Also, when we speak before educational groups, we point out the need not only to help young people of today to get a true understanding of how business functions and the soundness of our American system of economy, but to induce more young graduates to enter the field of wholesaling.

Here again, is where a public relations program could tackle a problem and do a great deal of good. There is a definite need to get the story across to more young people that the opportunities in distribution continue to increase proportionately with the growth of mass production.

Q What do you think that the wholesale hardware industry should do collectively to foster better public relations, Mr. Smith.

A We have already mentioned that we should contribute more to trade journals, magazines and newspapers to get our story across. Also, conventions, trade shows, association meetings and other such activities are important to each wholesaler and to the wholesale industry.

True, we do not realize the initial expense involved in exhibiting at conventions and trade shows. It is, however, another manner of building up good will to our cus-

"Wholesalers are often badly misunderstood by the average consumer."



"The best way to tackle the problems that face us is to join forces in a collective effort."



tomers and this good will is necessary.

Our spring and fall merchandising shows at Oklahoma Hardware for example, bring in hundreds of dealers. They are paying us a high compliment by attending, since they come because they enjoy coming. We try then, to do everything we can for them during their visit to maintain good will.

These can be done, and are being done, by the individual wholesale firms. As a group, however, they could band together to help the industry by more freely exchanging ideas and perhaps using institutional advertising and also sectional and regional advertising.

Regional advertising would be helpful to them in their locality, but all would be important. Associations would be the logical place to start such a program since they can help tremendously in organizing an industry public relations program. This could start on a regional and sectional basis and if they wished, tie-in later with a national program.

Q Do you believe that the wholesale groups should work out such a public relations program and put it into effect?

A No, I don't think so. A com-

petent and reputable public relations firm should be retained to do the job. Most wholesalers such as myself are trained in running a wholesale hardware business. We are not trained in public relations which has become a highly skilled, technical profession. A capable firm could be retained by several wholesale firms to find out the problems involved and work out a suitable program to overcome those problems.

Certainly the individual wholesale hardware firm does not have the money necessary to finance such a program of its own.

Q You mentioned several areas in the wholesale hardware field, are there any others you would like to mention?

A I would like to say something about stockholder and employee relations. Stockholder relations is an area that is sometimes overlooked by the wholesale firms. As a matter of fact, many years ago we rather neglected stockholders at Oklahoma Hardware.

Now, however, we try to see that the stockholders are kept informed about all phases of our business. We send out annual re-

(Continued on page 126)

New Orleans Convention Program

A BUSINESS program based on up-to-the-minute interests of wholesalers plus sparkling entertainment features await those delegates who journey to New Orleans for the annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association.

Convention time is April 10-13 with the Roosevelt Hotel, as usual, serving as convention headquarters. Registration gets under way at the scene on Saturday, April 9 at 1:00 in the Roosevelt lobby.

Now a tradition of the Southern Convention, the annual Presidents' Reception will formally open convention festivities on Sunday evening. Wholesaler business sessions are scheduled for Monday and Wednesday mornings, with a joint session of the two associations to be held on Monday afternoon from 2:00 to 4:00 in the Roosevelt's International Room.

Featuring the joint business session will be an address: "Who Makes Our National Labor Relations Policy?" by Congressman Phil M. Landrum, U. S. representative from Georgia. In an address that promises to be one of the most unusual ever presented on a Southern Convention program, J. Lewis Powell of the U. S. Department of Defense will discuss "Cave Man to Space Man," a talk based on the collapse of time brought about through technological advances.

The SWHA's first business ses-

sion on Monday morning will feature the address by President French; and a talk by Howard Price, president of the NWHHA on distribution cost accounting. Spencer E. Cram of the W. Bingham Co., will discuss "Work Standards"; and Aubrey Carr, Keith-Simmons Co. will talk on "Operating a Budget Control Program."

W. A. Parker, Jr., Beck & Gregg Hardware Co., who was recently elected "Colonel" of the association's new organization for younger executives, The Young Rebels, will give a progress report on the future plans of that group.

In the final business session of the SWHA on Wednesday morning, W. E. Smith, Oklahoma Hardware Co., will have as his subject, "A Full-Functioning Wholesaler Speaks Out."

A. C. Rankin, Teague Hardware Co., chairman of the association's catalog committee will discuss "A New Approach to the Wholesaler's Catalog Problem."

In addition to the convention golf tournament on Tuesday afternoon, a gala entertainment program has been planned for delegates and their ladies. An informal dance will be held on Monday evening with Tuesday evening being the convention's big entertainment night. Jan Garber and his nationally famous orchestra will provide music for dancing along with a number of variety acts.

A ladies luncheon also is planned for Monday.



W. W. French, Jr.
President, SWHA



John Gibson, III
President, AHMA



Phil M. Landrum



J. Lewis Powell



This customer, seated at the front counter of C. M. McClung & Co. in Knoxville, Tenn., got his order in less than half the time it formerly took, thanks to the new conveyor system.



Orders are taken at a row of desks here at the entrance of C. M. McClung. The orders from wholesale customers who call in are taken over the phone, then are speedily filled over the new conveyor system.



Hugh Davis, McClung's president, right, and F. E. Atchley, assistant to the president, say they are well pleased with results of the new conveyor system. The company is starting a Golden 60's Celebration. That's a Golden 60's in the background.

New Conveyor System SPEEDS SERVICE AND SAVES MONEY

By Warner Ogden

A RETAILER who buys much from C. M. McClung & Co., Knoxville, Tenn., said to Hugh Davis, president of the big wholesale company, "Do you know, you've saved us a good deal of money with that new conveyor system?"

The retailer figured his truck men cost him "about \$5 an hour." The new conveyor system being operated by the Knoxville wholesaler speeds service, cutting in half, at least, the waiting time for a customer at the front counter with an order. It means packages ready for "will call" customers.

The system was put into full operation this year. It is a combination of gravity rollers and moving belts about two feet wide which move continuously from 7 a.m. until 5 p.m. and transports almost any item in the buildings to the counter or the shipping department.

"The conveyors start on the various floors where we have our stock," said Davis. "All of them lead to the heart of the system, our packing floor, and those things that need to be packed are pulled off, packed, then placed back on the belt."

Two aluminum chutes on the back of the buildings are the final



Here's the start of speeding an order in the new conveyor system at C. M. McClung. Clyde Jones is filling an order, putting it in the box beside stock bins, near the conveyor.



With the order quickly placed in the box, Jones places it on the conveyor belt, which moves the goods up to the packaging table.



Here's the order for the customer moving up the belt enroute to the packaging table.

Here's what happens when an order is received—

legs of the conveyor system—one leading to the front pickup counter and the other to the shipping dock.

Davis explained that 88 percent of the merchandise in McClung's buildings is conveyable.

"We are making an analysis of which is the fastest selling and then rearranging our stock accordingly," he said. "The faster-selling items will be placed nearest the conveyor and the slower sellers will be farther from the conveyor."

"The same goes for the remaining 12 percent of our stock which is so heavy or of such a size that it must be handled on the elevators. We'll place the faster-moving items of this nature close to the elevator and eventually will have a more efficient over-all operation."

The company has worked on the project for the past four years. It had to find a suitable system of conveyance for the multi-story buildings. Finally, a team of specialists arrived at the idea of the conveyor system.

The aluminum covers on the conveyor system—those seen on the back of the buildings—were designed by the Aluminum Com-

pany of America and require no upkeep, Davis said.

F. E. Atchley, assistant to the president, said the idea originated with Mr. Davis, and thousands of miles were traveled by Davis and other McClung personnel before a decision was made as to which conveyor system was best.

"It took quite a bit of study by the manufacturer's engineers before they could determine how to install the system to tie together the different buildings," Atchley explained.

"This required knowledge of both the manufacturer of the system and the general contractor. The manufacturer was the Rapid-Standard Co., Inc., of Grand Rapids, Mich., and F. E. Hicks Construction Co., Knoxville, installed it.

"It serves three buildings. Merchandise is conveyed to the front hall for the waiting and will-call customers. And it is also conveyed to the shipping department for waiting and will-call customers.

"On the top floors of the No. 1 and No. 2 buildings are auto supplies and in the No. 3 building are industrial, plumbing, heating and electrical supplies, shelf hardware

to Packaging Tables



On the packaging floor are rows of bins close to the conveyor belt for quick packaging of orders. Each order is handled in a separate bin.



A packed order is put on the conveyor belt, which is in continuous operation, and is sped on its way to the customer. The packaging table is considered one of the newest and most modern in the hardware industry. It was made possible by the conveyor system.



These newly designed and unusual "order" racks are an integral part of the firm's conveyor system.



Each order coming along the moving conveyor belt is weighed on this automatic ball bearing platform scale without any loss in time. Now the order is ready to start down to the front counter or the shipping department.



F. E. Atchley, assistant to the president, shows how by pushing a button after the package leaves the scales, it can be routed automatically to its destination—front counter or shipping department.

Each order is weighed automatically on scales along the conveyor route

department and auxiliary and paper department.

"The system was partially put into use around October 1, 1959, but did not go into full operation until this year. There is a big improvement in rushing merchandise to various points by not

having to use the elevators. It cuts the time at least one-half. There is a continuous flow of merchandise on the belt."

Time is saved for everybody. Comments from customers indicate they are much pleased with the quicker service.

The company, in an illustrated circular for customers, also calls attention to possible savings—"high freight rates and good roads combined have made it profitable for more of our customers to pick up their orders with big savings in transportation costs."

***C. M. McClung & Co. in Knoxville, Tenn.
offers "will call" customers
quicker service advantages***

to Front Counter—



Here's the front counter at C. M. McClung & Co. in Knoxville, Tenn. The conveyor system, at right, brings the packed orders downstairs where the customers pick up their "will call orders."



The order is ready to go. Improved roads and communications allow customers to "pick up" their orders from McClung and save money on freight and delivery costs. Hence the added service of the conveyor system.

***new conveyor system
has sliced
customer waiting time
in half***

or Down Chute—



Space-saving and a speedy idea are these aluminum chutes on the back of C. M. McClung buildings at Knoxville. One leads to the front pickup counter and the other to the shipping department.

to the Shipping Department



Orders intended for shipment (rather than the front counter) come down the conveyor system to the shipping department.



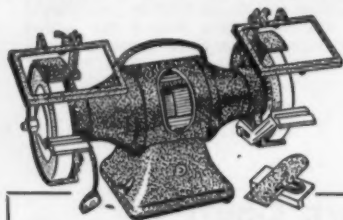
Here's the freight dock beside the railroad tracks at C. M. McClung & Co. in Knoxville, Tenn. Shipments go out here. The gleaming chutes, slanting down, may be seen above the shed.

WISSOTA

TOP QUALITY TOOL and SICKLE GRINDERS

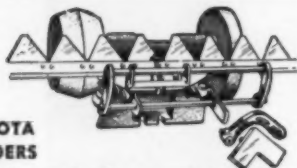
and Abrasive Wheels
♦ FOR SHOP, GARAGE ♦
♦ HOME WORKSHOP ♦
♦ AND FARM! ♦

STOCK THE FULL WISSOTA LINE . . .
DISPLAY 'EM . . . YOU'LL SELL 'EM!



NEW ELECTRIC TOOL GRINDERS

- Heavy Duty 1/4, 1/3, 1/2 and 3/4 H.P. Motors.
- Chisel Grinding Attachment with 1/4 & 1/3 H.P.
- Easy Access to Front of Grinding Wheels.
- Ball Bearing.



WISSOTA GRINDERS

fill exacting needs of your most particular customers at the right price. A full line of Belt Driven Sickle and Tool Grinders. Also Hand Operated Tool and Sickle Grinders.



New Improved Design SAW MANDRELS

- Ball Bearing type available with single or double threaded ends.
- Pillow Block type with end pulley. Also center pulley.
- A Complete Line!

MADE IN OUR NEW
MODERN ABRASIVE
WHEEL PLANT!

WISSOTA

TOP QUALITY,
TESTED AND
ACCURATELY
DRESSED,
FULLY VITRIFIED
ABRASIVE WHEELS
and SICKLE CONES.



Safer for good tools, sections and the operator.
Uniformly made.

WRITE DEPT. S



Officers and directors, left to right, hardware or implement dealer indicated by (H) or (I): Seated: Stewart Martin, NRFEA director (I), Okmulgee; George Moncrief (I), McAlester; Byron T. Dawson, first vice-president, (I), Clinton; Don Peters (H), president, Oklahoma City; Herbert Vieth (I), retiring president and director, Kingfisher; Paul Shean, second vice-president, (H), Woodward. Standing: J. Ray Baker (H), Mangum; Don Evans, (H), Ada; Wm. B. Ruxlow, executive vice-president; Carl Lacy (I), Miami; N. W. Baptist, Jr. (H), of Shawnee and Alfred Jensen (I) of Fairview. Not present for the picture was newly elected director, James Wilson (H), of Claremore.

Oklahoma Meeting

"RETAIL hardware dealers must give young people of today the kind of help we had when we were young," A. L. Platky, vice-president and general sales manager of P & C Tool Co., Portland, Oregon, said in an address before the general session of the Oklahoma Hardware and Implement Association's 57th annual convention held recently in Oklahoma City.

Platky told the hardware dealers to use their individual initiative, and not to follow suit of what the competition was doing just because it works for them.

"Copying the competition's methods is not always best for your business," he said. "What may work for him may be wrong for you."

Platky also took dealers to task who feel that they are being priced out of business and must have more profit margin—that the products are too high. They must buy for less, sell for less, and still make more profit.

"You can't sell on price alone," warned Platky. "You can't sell for 1948 prices, then try to buy other commodities, food, cars, your home, for 1960 prices."

Platky told the dealers that the only thing to do is to sell top

quality merchandise and that it is their job to create an atmosphere that makes customers want to come to them for the best.

"Hardware stores are known to sell top quality merchandise," he said. "They must maintain that viewpoint on the part of the buying public."

The convention with its companion trade show, attracted a registration of 4,600, according to William B. Ruxlow, association executive vice-president. Many of the delegates and exhibitors appeared in Hawaiian garb in observance of the Hawaiian theme promoted for the event.

Visitors to the trade show were given Hawaiian leis as they entered the doors, and hula girls circulated through the crowd passing out Hawaiian souvenirs and mementos.

The first two days of the convention were devoted entirely to the trade show with the third taken up with the business sessions. On Monday evening the annual past president's banquet was held, and the following morning, another traditional Oklahoma Association meeting took place, the 25-year club breakfast.

Speaking at the morning session for the hardwaremen, Rick Lam-

Strongest of All!

Only CRESTOGRIP has this double strength BOX JOINT. All others have conventional lap joint.



Grips Anything!

Flat, square, round or hex. objects. Adjustable to 4 positions up to 1½" capacity.



NO OTHER UTILITY PLIER

Easy to Adjust!

Simply "walk" the rivet recess over the bearing point (shown in cut-away view) with a pumping action of handles.



LIKE CRESTOGRIP®

CRESTOGRIP PLIER
No. P210



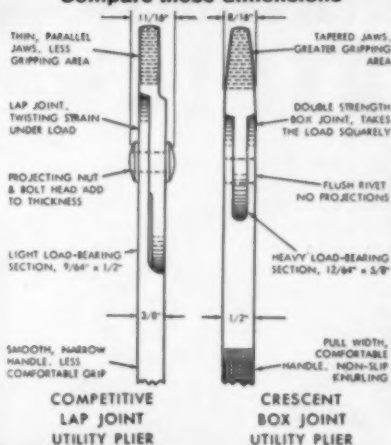
Crescent's No. P210 CRESTOGRIP is a utility plier absolutely without equal. Its distinctive features, illustrated on this page tell why. Exhaustive tests against competitive tools prove CRESTOGRIP to be stronger, thinner in overall dimensions, and capable of greater gripping power.

This versatile tool measures 9½" overall, weighs a mere 12 ounces, yet gets in and grips where no other tool will do the job. Finished in rust-resistant zinc plating. Retail for only \$3.15.

Sold by Hardware Dealers and Industrial Distributors everywhere.

World's Thinnest!

Compare these dimensions



CRESCENT TOOLS
Give Wings to Work

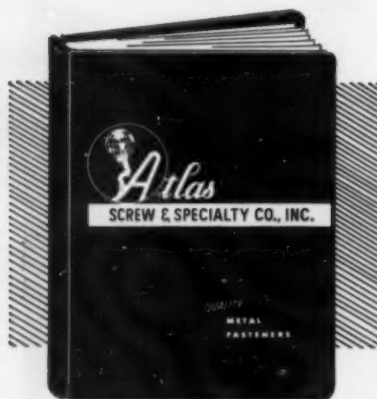
*Sign of the Artisan
Symbol of Excellence*



Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by **CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK**

Now Your Most Complete
Reference For
Threaded & Headed Products!

NEW
1960 EDITION



ATLAS

SCREW & SPECIALTY CO., INC.

METAL FASTENERS CATALOG

For more than 25 years Atlas Screw & Specialty Co., Inc. has been synonymous with quality and service. In keeping with our desire to serve you best, we have just completed printing our newest catalog. The list prices published therein are up to date and reflect the most current changes.

Yours ... FREE!

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Our Factories And Warehouses
Are Centrally Located To Guarantee You.
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Miami, Florida

250 Mill St.
Waterbury, Conn.

bert, NRHA industry consultant, pointed out to members the importance of the turnover handbook, and used graphically illustrated charts to make clear his points. Fred A. Palmer, sales consultant, also spoke at this session.

Officers and directors were elected the following day, with Don

Peters, Okmulgee hardware retailer, succeeding Herbert Vieth, implement dealer from Kingfisher. Byron T. Dawson, Clinton, advanced to first vice-president, Paul Shean, Woodward, was elected second vice-president, and James Wilson of Claremore is a newly elected director.

Tri-State Meeting

TRI-STATE HARDWARE and Implement Association members heard industry leaders tell of new ways to meet the "Challenge of a Changing Market," at their 51st annual convention in Amarillo, Texas.

The convention and trade show drew an estimated 800 dealers, wives and visitors who gathered at the Hotel Herring, headquarters for the three-day meeting.

K. G. Vaughn, president of the association, called the meeting to order on the second day of the convention to get the first business session underway.

Speaking first to the hardware dealers was Leonard Farr, retail hardware dealer from Coos Bay, Ore., who called attention to, "The Challenge of Profitable Credit Selling."

Farr said that "if the only way

to meet competition is to cut prices, then we are doomed to failure." He said that at this time, national figures indicate that the average hardware dealer's profit is slightly over one percent, so that not much price cutting is possible.

Farr told the dealers that since they are a service industry, that they are constantly competing in order to find better ways to provide better service and that credit selling is one of the avenues of service most frequently overlooked by the hardware dealer.

"We can increase our profit by giving a good credit program," said Farr, "and we must take a more positive attitude toward credit services."

At the second session held on the last day of the convention, Rick Lambert, director of industry activities for the National Retail



Officers and directors, left to right, hardware or implement dealer indicated by (H) or (I): Seated: Fred D. Huning, Jr., president, Los Lunas, N.M. (I&H); Billy Thompson, Memphis, Texas, (H); K. G. Vaughn, retiring president, Tulsa, Texas, (I); Howard Lane, Panhandle, Texas, (I); Lawrence Merchant, Carlsbad, N.M., (H) and J. R. Stanley, Big Springs, Texas, (H). Standing: R. B. Allen, executive director, Canyon, Texas, E. C. Armstrong, Clovis, N. M., (I); Kenneth Cox, Lubbock, Texas, (I); John W. Speck, Plainview, Texas, (I); Morton Gragg, Portales, N.M., (H); Wallace Reid, Munday, Texas, (I), and J. L. Hook, vice-president, Texoma, Okla., (H).



NEW WELDWOOD WOOD FINISHES CENTERS

with Self-Service Selector Guide are compact, permanent profit-boosters. They come in two styles (above fixture endorsed by NRHA) that stock your customers' entire wood finishing needs in one handy place. Eye-catching Selector Guide of 40 real wood samples makes it easy for customers to make the right choice of

WELDWOOD WOOD FINISHES

Products of UNITED STATES PLYWOOD, Dept. SH 4-60, 55 West 44th Street, New York 36, N. Y.

Don't miss this introductory offer!
You get 58% profit on your initial stock. Contact your Weldwood® representative, jobber, or write direct.

SEE FOR YOURSELF...



Your Republic distributor has it in stock, can deliver NOW!

Try him. This man stocks a very good plastic pipe—Republic FE®—and he'll drop what he's doing to serve you.

Your customers get a plastic pipe certified by the National Sanitation Foundation and backed by a five-year warranty in jet well installations. *You* get faster answers, faster delivery, faster sales.

Make it a habit. For ACTION on top quality hardware supplies, call your Republic distributor. He's listed in the Yellow Pages under HARDWARE WHOLESALE.

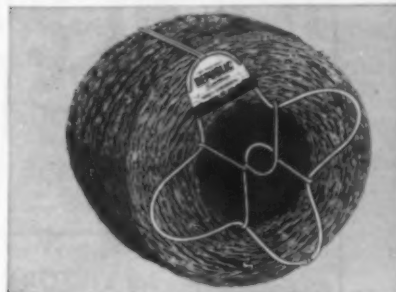


REPUBLIC STEEL

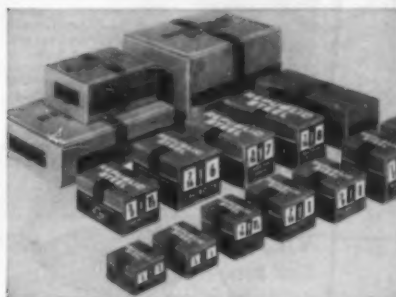
Quality Supplies... Quality Suppliers

Republic Flexible FE Plastic Pipe is safe for all drinking water purposes. ½" through 3" diameters are available in coils... 4" and 6" diameters in straight lengths. FE cuts with knife or handsaw. Your Republic distributor offers a complete line of fittings and clamps. Call him for details.

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This STEELMARK of The American Steel Industry is your assurance that a product is made of steel.

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| <input type="checkbox"/> Southern Fence | <input type="checkbox"/> FE Flexible Plastic Pipe |
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| <input type="checkbox"/> BLUE RIDGE Roofing | <input type="checkbox"/> Bolts and Nuts |

Name _____ Title _____

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here's the way
to make every day
A PROFIT DAY

MONDAY (and every day)
Sell VICTOR Animal Traps



No. 330 Victor Conibear
for Beaver and Otter

New, humane, body-gripping Victor Conibear traps kill quickly. Ideal for all types of sets. Available in 4½" and 10" jaw size. Also a complete line of Victor leg-hold traps.

TUESDAY (and every day)

**Sell VICTOR
Mouse and
Rat Traps**



Twin-Pac

Victor traps are quality-built, assure positive action. Mouse traps are packaged and priced to sell, available in colorful 2-Pac and 4-Pac cartons and clear plastic bag. Only Victor offers a complete line of rodent traps.

WEDNESDAY (and every day)

**Sell
VICTOR
Duck Decoys**



No. D-3
Magnum

So realistic you'd swear they could fly. Victor offers a complete line including molded fiber, plastic, and wood. Regular and oversize models; 9 species. Also goose, crow and owl decoys.

THURSDAY (and every day)

**Sell OLD PAL
Bait Buckets**



No. 34G10
Minnow
Tow Bucket

Tomorrow's designs today in metal and molded fiber buckets. A full range of styles and sizes. Also minnow traps, metal and fiber worm containers, metal and plastic fly and lure boxes and tackle kits.

FRIDAY (and every day)

**Sell TRUMP
Garden Tools**

TRUMP offers a quality garden tool in every popular price range. From the heavy chrome-plated Estate line through the Trump Deluxe, Trump 800 series, and the Trump 700 series, you can't find a higher quality tool at a lower price.



No. 212
Estate
Trowel

SATURDAY (and every day)
Sell 'em all

...and take your profits to the bank!

Order these famous brands by name from your wholesaler.

ANIMAL TRAP COMPANY OF AMERICA
Littitz, Pa. • Pascagoula, Miss.
Berkeley, Calif. • Niagara Falls, Ontario

Alabama Association Officers



The Alabama Retail Hardware Association elected these officers at its annual convention in Birmingham February 21-23. Left to right, William Wittmeier of Oneonta, president; A. B. Hill of Birmingham, managing director; Clarence M. White of Jackson, Ala., vice-president; B. Y. Williams of Birmingham, new director; and George F. Bailey, Sr., of Montgomery, second vice-president.

Hardware Association, Indianapolis, Ind., spoke to the hardware dealers and told them to, "Prepare to Prosper."

Lambert said that although prospects for the hardware industry appear particularly bright, the dealer must pay careful attention to the elements of sound business methods in order to realize his fair share of profit.

He called attention to the value of the turnover handbook and used samples from a series of illustrated charts to show how profit for the hardware retailer can be increased by following recommendations of the NRHA turnover handbook.

A special clinic was held that afternoon concerned with helping hardware dealers find answers to some of their problems and help point out methods to be used in order to realize more profit from credit selling.

Entertainment for the convention featured the Old Timers' Ball the evening of the convention's second day and the 51st annual banquet on the last day of the three-day meeting.

Amarillo Hardware Co. also held their traditional annual indoor barbeque, inviting all association members, guests and visitors to attend.

The Panhandle Hardware and Implement Travelers' Club provided the entertainment at the banquet and floor show at the

Amarillo Country Club. The floor show featured the Harmonica Rascals, nationally-known stage and TV entertainers.

At the annual election of officers, Fred D. Huning Jr. of Los Lunas, N. M., succeeded K. G. Vaughn of Tulia, Texas, as president of the association.

Members of the board of directors also elevated the senior member of the board, J. L. Hook of Texhoma, Okla., to the vice-presidency and retained R. B. Allen of Canyon, Texas, as executive director. They also chose John W. Speck of Plainview, Texas, as the new member of the board.

Edward Hank to Head Kentucky Retail Group

EDWARD HANK, Smithland, Ky., was elected president of the Kentucky Retail Hardware Association at its convention held in Louisville in February. Hank succeeds A. J. Wimberg of Louisville who becomes a member of the three-man advisory board.

Other officers elected included James Hardy, Shepherdsville, first vice-president, and Robert Money-penny, Louisville, second vice-president. A. W. Campbell, Maysville, is a new director elected to represent the association's eighth district.

REMINGTON ANNOUNCES TWO NEW BIG GAME RIFLES TO SKYROCKET YOUR SALES IN '60

New Model 742 "Woodsmaster" the world's most perfectly engineered autoloader

The precision-shooting Remington Model 742 big-game rifle is designed to sell as fast as it shoots... and that's plenty fast. The new "Woodsmaster" features the smoothest, most dependable performance ever engineered into a light-weight autoloader. Its exclusive "Power-Matic" action cuts recoil well below that of firearms weighing much more, makes it a pleasure to shoot, and bull's-eye-accurate. Available in A, ADL (shown), D and F grades. ADL has checkering, sling swivels and receiver inscribed with game scenes. Rugged Model 742 is built to stand up to a lifetime of hunting seasons... built to keep your cash register jingling, too!

• In favorite big game calibers—280 Remington, 30-06, 308 Win. • 5 shots, box magazine. Extra strong. Extra safe. • Fires 5 aimed shots in 5 seconds. • Drilled and tapped for 'scope mounts.

RETAIL PRICE
FROM
\$138⁵⁰*

RETAIL PRICE
FROM
\$115⁸⁵*

New Model 760C "Gamemaster" the world's fastest handling carbine

Here's the all-new slide-action Remington carbine that will become an all-time big-game favorite... and bring you a carload of new sales. Running mate of the standard Model 760 "Gamemaster", the Model 760C Carbine features an 18½" barrel and newly designed fore-end to make it the ideal saddle and brush gun. Besides speed of handling, the superbly accurate Model 760C features the shooting speed of slide action—the fastest manually operated action known.

- In powerful big game calibers—280 Remington, 30-06, and 270 Win.
- 5 shots, box magazine.
- Light, rugged and accurate. Weighs just 6½ lbs.
- All-purpose stock.
- Drilled and tapped for 'scope mounts.

*Prices subject to change without notice.
"Woodsmaster," "Gamemaster," "Power-Matic" are Reg. U.S. Pat. Off. by Remington Arms Company, Inc., Bridgeport 2, Conn. In Canada: Remington Arms of Canada Limited, 26 Queen Elizabeth Blvd., Toronto 26, Ont.

Remington



MARK I CHALLENGER
SINGLE ENGINE \$189
 RETAIL



You can make a lot of money selling **SIMPLEX** ... America's Finest Racing Kart

Here's
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- Simplex Karts have and will consistently outsell any and all other Karts on the market because the quality is obvious and the combination of standard features are unmatched by anyone.
- Our dealer discount is among the highest, if not the highest, in the industry. When you consider that we pay the freight and charge nothing extra for crating as some do, our dealer profit structure is perhaps the highest in the industry.
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- With the largest production capacity in the industry Simplex can deliver all the Karts and Parts you will sell.

Send for our complete Dealer Brochure with the answers to all of the questions most often asked by prospective Kart dealers.



MARK II CHALLENGER
DUAL ENGINE \$269
 RETAIL

SIMPLEX MANUFACTURING CORPORATION

540 North Carrollton Avenue, Department SH, New Orleans 19, Louisiana



CATALOGS & BULLETINS

Available free to readers. Write in the numbers of items wanted on the return post card, page 95

170 Door Hardware. Door Catalog A-400 contains 192 pages covering the company's line of hardware. Richards-Wilcox Manufacturing Co., Aurora, Ill.

171 Hand-Tool Equipment. Auger and electric drill bits, chisels and gouges, drawknives, door lock bits, nail pullers, and other hand-tools are pictured and described in this catalog. Greenlee Tool Co., 1822 Herbert Ave., Rockford, Ill.

172 Pumps. A loose-leaf catalog, No. 1, of the complete Commander line of water pumps, water systems, and sump pumps is available. The Tait Manufacturing Co., 200 Detrick St., Dayton 1, Ohio.

174 Hack Saw Frame. An adjustable tubular hack saw frame, No. 325, with chrome-plated handle and gold-finished blade, together with other tools and kits made by the company, is fully described in an available catalog. Great Neck Saw Manufacturers, Inc., Mineola, N. Y.

175 Lawn Mowers. Catalog sheets picture and describe the entire Lazy Boy and Capri lawn mower line and the Lazy Boy riding rotary mower; also Edger and Lazy Boy Trimmers, plus Universal Lawn Mower Blade Replacement Kits. Lazy Boy Lawn Mower Co., Inc., 1315 West 8th St., Kansas City, Mo.

178 Padlocks. Padlocks to meet every need are described in an 8-page catalog which features actual half-size illustrations of the company's entire line. Catalog #71 also describes Master's Special Service Department, as well as Master's padlock and bikelock display boards.

Master Lock Co., Milwaukee 45, Wis.

177 Canvas and Nylon Products. A complete line catalog is available which contains 48 pages devoted to pup tents, tarpaulins, Sure-Fit boat covers, and many other items. Hoosier Tarpaulin & Canvas Goods Co., 1320 West Washington St., Indianapolis 6, Ind.

178 Hand Tool Handles. Catalog A and Chart B are available to assist customers in determining which handle correctly fits certain striking and edge tools. Both are illustrated. O. P. Link Handle Co., Inc., Salem, Ind.

179 Special Purpose Planes. "How to Use Special Purpose Planes," a 20-page booklet on various types of rabbet, router, and double-end tongue and groove match planes, is available in reasonable quantity to dealers who may have them imprinted if they wish. Profusely illustrated with line drawings, the booklet will be helpful to both veteran woodworkers and beginners. Stanley Tools, New Britain, Conn.

180 Insecticide Sprayers. Descriptive literature which illustrates the company's garden hose-fitting insecticide sprayer, together with its other hose nozzles and sprinklers, will be furnished on request. Gilmour Manufacturing Co., Somerset, Pa.

181 Water Skis. The Hydro-Flite line of water skis, aquaplanes, and accessories is presented in catalog No. 14. The catalog is in color, with the skiing equipment pictured and fully described. Hedlund Manufacturing Co., Nokomis, Ill.

182 Nail Wall Chart. A colorful

wall chart showing "penny-wise" and corresponding nail lengths in inches; also illustrates many types of Maze nails. W. H. Maze Co., Peru, Ill.

184 Farmers and Ranchers Handbook. Information essential to successful farm operation and items of interest to the family are included in a 72-page catalog of USS Steel Products for farm and home. Illustrations, application helps, specification charts, and "how to" instructions are included. General information on care of animals, tips on electricity, fish ponds, etc., the use of nails; information about building materials; and an offer of free building plans for various types of farm structures are included. Tennessee Coal & Iron Division, Fairfield, Ala.

186 Garden Shears. The complete Snap-Cut line of garden shears is described and illustrated in a 10-page catalog now available which includes specifications, finish, packing, and suggested list prices. Seymour Smith & Son, Inc., Oakville, Conn.

187 Tapatco Products. A 24-page catalog, combining all Tapatco products under one cover is available. It is printed in six colors and contains over 130 illustrations of Tapatco marine and other products. The American Pad & Textile Co., Greenfield, Ohio.

188 Store Equipment. Each item from ticket holders to a complete merchandising unit is fully illustrated and described in a catalog which contains much information on store merchandising equipment. Reeve Co., 9249 E. Bermudez St., Pico Rivera, Calif.

189 Screw Anchors. Separate cat-

alog sheets in two colors describe and illustrate Molly Jack Nuts, Molly screw anchors, Molly utility plug, and Molly Hi-Speed Installer. Molly Corp., Reading, Pa.

191 Firearms. An extended firearms catalog gives detailed specification information, prices, etc., on the complete Mossberg line of rifles, shotguns, telescope sights and Covey hand trap. O. F. Mossberg & Sons, Inc., New Haven, Conn.

192 Fishing Equipment. A 32-page, 8½ x 11-inch catalog which gives descriptions, prices, and illus-

trative details on the complete line of Shakespeare reels, Wonderods, lines, and miscellaneous accessories for every type of fishing is available. Shakespeare Co., Kalamazoo, Mich.

193 Camping Furniture. An illustrated catalog describes the company's complete line of folding cots, camp stools, and other canvas-covered furniture items. Tucker Duck & Rubber Co., Fort Smith, Ark.

195 Foot Valves. Bulletin 203, a complete outline of the company's foot valves, with recommended uses, is furnished on request. Strataflo

HELPFUL BOOKLETS FREE!

(Use reply card on page 95)

Products, Inc., Fort Wayne, Ind.

196 Electric Trains. A catalog is available which gives full information and illustrates the company's line of train outfits and accessories. The Lionel Corp., 15 East 26 St., New York 10, N. Y.

197 Wood Bits. A 24-page wood-boring tool catalog, No. 53, describes all Irwin wood bits, special packaging, and point-of-sale displays. Recommended uses for each wood-boring tool, along with balanced stock recommendations, are included. The Irwin Auger Bit Co., Wilmington, Ohio.

198 Fishing Lures. Complete information on its lines of lures, accessories, and displays is covered in the company's 51-page illustrated catalog of action tackle items. Marathon Bait Co., 840 Henrietta, Wausau, Wis.

200 Pliers. An illustrated catalog containing information on a wide assortment of pliers, hammers, and miscellaneous tools is available, along with a price list. Merchandising helps and suggested assortments are described in detail. Champion DeArment Tool Co., Meadville, Pa.

201 Screwdriver Roll Kit. A catalog page is available in black and white which describes and illustrates the TK-5 Hold-E-Zee Screwdriver Roll Kit. The RT-52 Roll Kit, a special electronics kit, is described also. Upson Bros., Inc., Rochester 14, N. Y.

203 Fishing Tackle. Offering a complete line of volume-priced Compact fishing tackle, the company lists hundreds of items in an all-inclusive 28-page, general catalog. Commerce Pacific, Inc., 161 West 24th St., Los Angeles 7, Calif.

206 Life Saving Line. A full color catalog page offering illustrations and dimensions of the company's U. S. Coast Guard-approved life vests and boat cushions will be furnished on request. Red Head Brand Co., 4300 West Belmont Ave., Chicago 41, Ill.

(Continued on page 90)

THE ALL-NEW FORSBERG 707



LOWEST PRICED WHIZ-SAW

You'll make more sales . . . more profit with the new Forsberg 707 — the lowest priced, reciprocal-action saw on the market. The 707 offers more power . . . more cutting capacity. Cuts 2" finished lumber . . . cuts plastics, light metals, hard rubber, pressed wood, etc. no jumping or chattering.

This versatile Whiz-Saw is easy to use . . . convenient blade holder does not interfere with grip . . . tilting shoe adjusts easily for angle cuts . . . rip fence and circle cut attachment is a cinch to use . . . toggle switch is safely located to prevent accidental starting.

The 707 is smartly packaged in a special die cut carton designed to promote sales. Takes up little counter-space. Low price means easy sales. Place your order today and ask for literature on the new improved Whiz Saw #1, which incorporates many new features.

BUY FORSBERG TIME TESTED TOOLS . . . AND BE SURE

THE FORSBERG MFG. CO.

Bridgeport,
Connecticut

Representatives:

John C. Swygert & Assoc., Inc., 3634 N.W. 47th Street, Miami 42, Florida.
H. A. Varner Assoc., 1601 Cranway Drive, Houston 24, Texas
Mr. R. E. Cox, 5930 Mockingbird Lane, Dallas 6, Texas.



Well-located, sales-pulling homemakers' shopping mecca. Rubbermaid FP Merchandiser Unit, featuring best-selling items—a fully integrated line of related housewares that help sell each other.

"With our Rubbermaid FP Merchandiser . . . plus sales were beyond expectations"

says D. P. Kelley, Sr., President, Kelley's, Inc., Richmond, Virginia



"It is not only the focal point of our housewares department," Mr. Kelley reports, "but brings more women into this department because of its attractiveness, and *lookers* often become buyers. The Merchandiser in itself is very effective, and is so

colorful that women cannot resist taking home one or more pieces. The fact that the Rubbermaid line carries a full mark-up gives us an incentive to capitalize on every opportunity to close a sale. We are delighted at the increase in our sales."

Here's why Rubbermaid's FP Program can mean Full Potential sales for you

We take most of the sales-building steps for you—do it on a proven and continuing basic inventory control system that gives you all this:

- Stocking the best selling items and colors
- Sales from self-service merchandising unit
- Regular service from your jobber or Rubbermaid representative
- Optimum stock turnover
- Increased volume and sales per square foot
- Full mark-up

Start now to realize 4-times more sales and profit per square foot in your store, with the Rubbermaid FP Program. Call your Rubbermaid jobber or sales representative *now!* Rubbermaid Inc., Wooster, Ohio

Rubbermaid®
means better made

207 Twine. A 48-page catalog in color entitled, "Columbian Twine for Every Use," is available. The booklet describes strength, yardage, appearance and price, the important factors of strength, knot strength and package break. Columbian Rope Co., Auburn, N. Y.

208 Pumps. Lancaster's line of Dutchman jet pumps and of the Lawn-Pak lawn sprinkling pumps are featured on two available catalog sheets which contain complete specification data. Also available is a 2-page catalog in full color featuring the Dual Dutchman. Lancaster Pump

and Manufacturing Co., Inc., Lancaster, Pa.

209 Fishing and Marine Accessories. The complete line of Frabill fishing tackle accessories and marine accessories is shown in this catalog. Frabill Manufacturing Co., 234 West Florida St., Milwaukee 5, Wis.

210 Cleaning Supplies. "How to Display and Merchandise Cleaning Supplies for Profit" is the title of a six-page color folder offered to dealers as an aid in setting up a cleaning supplies center. Material in the

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folder, recently revised, has been prepared in cooperation with the Merchandising Laboratory of the National Retail Hardware Association. Ox Fibre Brush Co., Frederick, Md.

211 Sportswear. The clothing "preferred by sportsmen for more than 50 years" is presented in a colorful sportswear catalog which features Duxbak garments that "shed water like a duck's back." Utica Duxbak Corp., Utica, N. Y.

212 Bells. A 12-page colorful catalog illustrates the company's line of bells. The line includes hand bells, tea, call, cow, patio, bicycle, yacht, souvenir, and numerous other types of bells. Bevin Brothers Manufacturing Co., East Hampton, Conn.

213 Wood and Sheet Metal Screws. Every master carton of Southern wood screws and sheet metal screws now contains Folder TC-3, "Instructions for Selecting and Using Wood Screws and Sheet Metal Screws." Folder TC-4 gives complete instructions for measuring length and diameter, head styles available, pilot hole sizes, drill bit sizes, etc. Supplies of their folders are available to wholesalers and dealers handling Southern screws. Southern Screw Co., P. O. Box 1360, Statesville, N. C.

214 Sprayer and Duster Lines. A Hudson Sprayer and Duster Catalog (No. 546) shows and describes the company's line of hand- and power-operated sprayers and dusters. Accessories and service parts are included also. H. D. Hudson Manufacturing Co., 589 East Illinois St., Chicago 11, Ill.

215 Toggle Bolts. A two-color bulletin #7001, describes and illustrates a diversified line of toggle bolts. Complete information on minimum back-up clearances required and holding strengths of the spring-type bolts is provided. Installation instructions are given. Specifications provide diameters, lengths, weights, catalog numbers, and packaging information. Diamond Expansion Bolt Co., Inc., Garwood, N. J.

216 Oilers and Cans. A catalog illustrating and describing the com-

Meet Your New Sales Leader for 1960 CHAPIN'S PUSH BUTTON HOSE SPRAYER

Advance Features!

Superior Quality!

Low in Price!

You can sell this garden hose sprayer with complete confidence because it's quality-engineered. Chapin's precision 1-piece metering jet always mixes exact water-chemical proportions! Push-button action furnishes quick, positive water shut-off! Deflector nozzle adjusts for all-direction spray! Flexible neoprene syphon tube stays in mixture 'til the last drop and allows spraying from any angle.

**Just 2 Models
for All Jobs!**

Send for our
new 1960 catalog
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No. 400 Insecticide Sprayer
Sprays up to 6 gallons

No. 410 Fertilizer (Lawn)
Sprays up to 20 gallons

R. E. CHAPIN
Quality Sprayers and Dusters Since 1897
MANUFACTURING WORKS, INC.
BATAVIA, N. Y.

KING HARDWARE COMPANY PRESENTS

CHORE MASTER

**22" heavy
duty
tiller**

**THE WORLD'S MOST
POPULAR TILLER!**



the
7-in-1
POWER TOOL
for the
TOUGHEST GARDEN JOBS!

It's good going . . . good growing when the CHOREMASTER Heavy Duty Tiller takes over. Makes the heavy work of gardening easier all through the season; works ground 11", 22" or 33" wide . . . thoroughly; digs any depth to 10"; prepares ground for planting, cultivates, weeds between rows at any stage of growth. Super tough, hardened steel tines. Quick-change attachments for lawn edging, furrowing, hilling, lawn aerating make it the most versatile of labor savers!

with famous
CHOREMASTER
tiller attachments to
increase labor-saving
versatility and to
BUILD MORE SALES VOLUME!

TALK TO YOUR KING HARDWARE MAN ABOUT CHOREMASTER—TODAY!

KING HARDWARE COMPANY

**490 MARIETTA STREET, N. W.
ATLANTA 13, GA.**

pany's entire line of oilers, safety cans, and oil and gasoline containers is available in two forms, No. 60 General Catalog, and No. 60-C Condensed Catalog. Eagle Manufacturing Co., Charles St., Wellsburg, W. Va.

217 Dealer Displays. Thirty-one different displays of Cabinet Hardware are illustrated in Amerock's No. 104 Catalog of Dealer Displays. The catalog is said to cover the right kind of display for any store arrangement, any department, or any "on-the-job" use. Amerock Corp., Rockford, Ill.

218 Aluminum Furniture. The

Delighter line of aluminum furniture specialties for homes, gardens, beaches, boats, offices, and institutions is presented in a color folder. Universal Converting Corp., Dept. 1957C, Sawyer St., New Bedford, Mass.

222 Wrenches, Pliers, Tools. Catalog No. W-24 illustrates and gives specifications of the wrenches, pliers and other tools covered in this catalog. A section is devoted to store displays and advertising material which Diamond offers. Diamond Tool and Horseshoe Co., Duluth 7, Minn.

223 Plastic Housewares. A Lus-

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tro-Ware catalog illustrating and describing over 200 plastic housewares is available. Featured is the Lustro-Ware Waste Basket Tree display stand which holds a 46-piece assortment of popular sizes of polyethylene waste baskets. Columbus Plastic Products, Inc., 1625 West Mound St., Columbus 23, Ohio.

224 Window Glass. A 16-page booklet tells how smart buying, storing, and proper cutting of LOF Quality Window Glass will increase dealer profits. Libbey-Owens-Ford Glass Co., 811 Madison Ave., Toledo 3, Ohio.

225 Repair Handle. A catalog sheet is available describing the advantages of the Drive-Ezy Repair Handle. Step-by-step illustrations show the procedure for inserting the new handle which is designed to follow the curve of all hollow back shovels, spades, or scoops. Reverse side of sheet lists stock numbers which the handle fits. O. Ames Co., Parkersburg, W. Va.

226 Portable Charcoal Grills. Full color, illustrated, descriptive catalog on Deluxe and Promotional braziers, barrel braziers, and patio grills is offered. Chattanooga Royal Co., Chattanooga 6, Tenn.

227 Sling Chains and Attachments. A catalog on the entire line of McK-Alloy Sling Chains and Attachments provides specifications and information on McK-Alloy chain products in sizes from 1/4" through 2" diameter inclusive. A section is devoted to the use, care, safety, and inspection of the sling chains. The McKay Co., 1005 Liberty Ave., Pittsburgh 22, Pa.

228 Sabre Saw. The Wen Model 909 "All-Saw" is described and illustrated in catalog sheet No. 90A110. The saw cuts 4x4 at 45°, a 6" log, and may be used for fine scroll work. Ten action photos show 909 cutting wood, metals, leather, plastics, foam rubber, etc. The sheet also lists special features, specifications, and assorted blades available. Wen Products, Inc., 5810 Northwest Highway, Chicago 31.

229 Tradesmen Tools. The No. 58

Elegante.

THE NEWEST, MOST POPULAR PANTRYWARE FOR SALES, PROFITS and DEPENDABILITY



SELLS BEST in any season. Lustro-Ware always competitive in price, is your proven one source line for increasing profits. Beautiful, practical, deluxe in every detail. "Elegante" Lustro-Ware is your best buy for sales and customer satisfaction. Advertised at all levels!

Plan your orders for 1960 from this tremendous range of over 200 household necessities. Enjoy **EXTRA PROFITS**, too, by buying all your plastic requirements from one dependable source. Save freight, save time, save money!



Catalog Includes
LAUNDRY BASKETS
WASTE BASKETS
PAILS • BASINS
BATHROOM ACC.
NURSERY ITEMS
REFUSE-TAINERS
FOOD CONTAINERS
SPRINKLING CANS
STORAGE BINS
PANTRYWARE
PANS • DISHES
TUMBLERS, etc.



NEW For 1960

Send today for this free, big 16-page **FULL COLOR Lustro-Ware Catalog** and price list. Be first to profit through the steady flow of **NEW** items introduced by the **WORLD'S LARGEST** manufacturer of plastic housewares.

COLUMBUS PLASTIC PRODUCTS, INC.
Columbus 23, Ohio

Sales offices in principal cities



The Supermatic Citation: . . . style-setter of the year . . . and already a familiar sight wherever the champion pistol shots compete. Proved in the Moscow matches . . . at Camp Perry and the National Mid-Winters! Here's a new classic — an attention-getter wherever it's displayed — and a glamorous reminder of all the other leading handguns built by Hi-Standard for '59.

TREND-SETTERS in DESIGN PACE-SETTERS in SALES!

That's the Hi-Standard line for '60!

From the world's biggest manufacturer of .22 caliber handguns come these sleek, sure-shooting sensations:



The Dura-Matic: in auto-loaders, this is the most gun for the least cost . . . perfect for plinking and target fun! Smooth-as-silk action, uncanny accuracy with .22 long rifles.

Eastern Canada Representatives:
Canadian Gun Agencies —
Peterborough, Ont.



The Sport-King: here's a 10-shot autoloader equally popular with sportsmen and target shooters . . . fires .22 long rifles, features positive lock safety, and choice of 6¼" and 4½" interchangeable barrels.



The Sentinel: nine-shot revolver available with 2¾", 3", 4" and 6" barrel . . . all firing .22 shorts, long and long rifles at the shooter's option. Snub-barrel Sentinel is a shining sales sensation — comes in sparkling gold, turquoise, pink Dura-tone finish as well as deluxe nickel or blued.



The Double-Nine: fastest-shooting, fastest-loading, fastest-selling of all Western-Style handguns . . . 9-shot single and double-action . . . with single-stroke, multiple ejection . . . truly authentic design and priced below all other .22's in this class!

This year the pace in faster-moving handguns will be set again by Hi-Standards — the most popular .22 autoloading pistols and revolvers ever. They look right, shoot straight, and sell on sight. For more sales, higher profits than ever, stay with the trend —

See your jobber salesman — or write for new full-color catalog.

**THE HIGH STANDARD
MANUFACTURING CORP.**

HAMDEN • CONNECTICUT



Rotogravure catalog with 49 pages contains newest tools and engineering changes in popular lines. Most popular Stanley and "Yankee" tools used by tradesmen are graphically described. Stanley Tools, division of The Stanley Works, New Britain, Conn.

230 Specialty Nails. A catalog containing a wealth of information about specialty nails is available. Illustrated with scale drawings of the nails, the catalog serves as a reference book for both salesmen and customers. It contains complete nail specifications. Handy charts give vital data about the sizes and quantities

of nails to use for various applications. Each nail is identified by stock number and is priced from a separate list. W. H. Maze Co., Peru, Ill.

232 Brass Plumbing Goods. A 4-page folder, LL-9479, features brass plumbing products such as ballcocks, flush valves, tank levers, etc. 48 items covered. Mansfield Sanitary, Inc., Perryville, Ohio.

234 Marine Lamps and Accessories. A 16-page 1960 general catalog covers the complete line of marine lamps and accessories, fully illustrated and with detailed information. K-S Marine Products, Inc., Oakville,

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Conn.

235 Tapes and Tape Rules. Colorful catalog pages cover the company's line of hardware items including all types of steel measuring tapes and tape rules from 3- to 100-feet, and augmented by woven tapes, plumb bobs and hand levels. Also given is packaging information, weight, prices, etc. Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J.

236 Builders Hardware. A colorful 104-page catalog illustrates the company's full line of builders hardware. New items in the Safe line include Champion and Adams-Rite type hardware as well as Frain padlocks. Safe Padlock & Hardware Co., Lancaster, Pa.

237 Fence Products. "American Products," an illustrated general catalog listing fence and kindred products, describes numerous types of fences and posts. The 41-page catalog also contains information and specifications on such other items as bale ties, corn cribs, hardware cloth, nails, roofing sheets, welded wire fabric, stone wire, trellises and agricultural wire rope. A chart and table is provided to determine how much fence and how many posts are required to enclose farm acreage. American Steel & Wire Division, U. S. Steel Corp., Rockefeller Bldg., Cleveland 13, Ohio.

239 Wrenches and Socket Sets. A 16-page catalog describing Billings Life-Time Wrenches and Socket Sets is available. Catalog is illustrated with complete description of each wrench and socket set. The Billings and Spencer Co., Hartford 1, Conn.

240 Hack Saw Blades. A catalog page is available covering the Griffin line of Hand Hack Saw Blades, Copping Saw Blades, Jig Saw Blades and Scroll Saw Blades. G. W. Griffin Co., Franklin, N. H.

242 Simplified Pump Selection. A full-color, 12-page catalog, Section 102, that simplifies pump selection by sectionalizing all basic information on facing pages has been designed for the Olympian line of pumps and accessories. The catalog features a

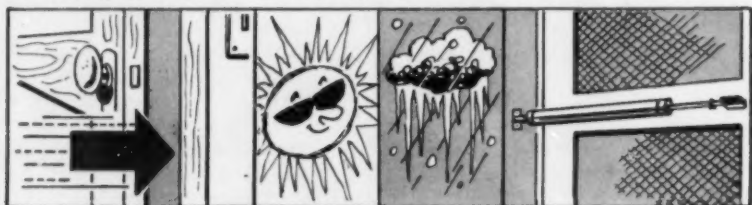
THERE IS NO OTHER DOOR CLOSER LIKE THIS



IT IS FILLED WITH
HYDRAULIC FLUID...
not air! Sealed for a lifetime.

NEVER A BOUNCE...
NO HEEL CATCHING...
always a gliding close.

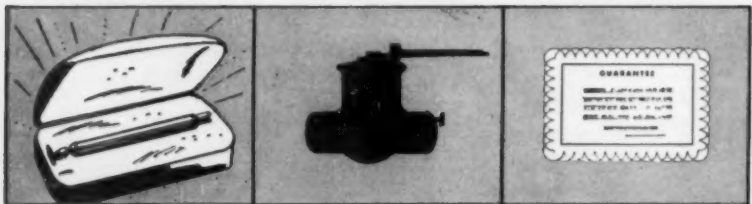
MORE POWER
AGAINST THE WIND...
No slam! No bang!



POSITIVE DOUBLE
LATCHING POWER...
Pulls door tight!

NEVER REQUIRES
ADJUSTMENTS...
anywhere, anytime.

HEAVIER ROD
FASTENS TO DOOR...
better pulling power



ALL STEEL HEAVY
DUTY PARTS...
with Baked Enamel Finish.

SAME CLOSING ACTION
AS IN COMMERCIAL...
Expensive closers.

15 YEAR GUARANTEE
IS CALLBACK INSURANCE..



Model 15 Specially designed

FOR JALOUSIE AND HOLLYWOOD DOORS

1 3/8" to 1 3/4" thick

retail \$5.95

Write now for catalog and specifications

NEW!

GLIDRAULIC MODEL 20
designed for interior doors in
offices, homes, schools, etc.
Similar to Model 15.

retail \$7.95

THE ILLINOIS LOCK CO.

800 So. Ada Street Chicago 7, Illinois
Manufacturers of Cabinet Locks, Padlocks and Glidraulic Closers.

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or sales aids mentioned in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Hardware pays the postage!

APRIL, 1960

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

APRIL, 1960

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

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Address (number and street) _____

City _____ Zone _____ State _____

**These cards
can help
you get
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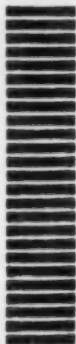
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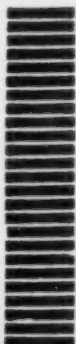
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BUSINESS REPLY CARD

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Southern Hardware

806 PEACHTREE ST., N. E.
ATLANTA 8, GEORGIA



color coding system and a numerical and letter coding system for identifying pumps, jet packages, and tanks. The F. E. Myers & Bros. Co., Ashland, Ohio.

244 Chain Data. The Chain Data Bulletin 59, a 28-page chain sample book, illustrates most sizes of 17 types of welded and weldless chain. Contains 146 actual size illustrations, recommended uses, and working load limits for each size; also, trade sizes and trade numbers, material size, weight per 100 feet, number of links per foot, and finish and packing information. S. G. Taylor Chain Co., Inc., Hammond, Ind.

250 Polyethylene Housewares. Four-color catalogs illustrate and describe the complete line of Polly Flex Housewares. Colorful consumer folders are also available. Republic Molding Corp., 6465 N. Avondale Ave., Chicago 31, Ill.

251 Packaged Screws. The colorful catalog P-2, Package List Prices, contains eight pages of list prices on packaged wood screws, Type A tapping screws, machine screws, machine screw nuts, stove bolts and carriage bolts. Back cover, inside and out, is filled with color illustrations, descriptions and explanations about the "EZ to C" label system. Southern Screw Co., P. O. Box 1360, Statesville, N. C.

252 Firearms. A 24-page catalog, indexed and illustrated, contains detailed specifications for each of the imported sporting arms comprising the company's line: F. N., Sako, F. I. and Finnish Lion rifles; AyA and Manufrance shotguns; Astra, Star and Unique pistols. Firearms International Corp., Dept. P, Washington 22, D. C.

253 Lawn Hose Goods. Catalog No. H-60 presents the Sherman line of lawn hose goods in actual color-style, with descriptive information and prices. Back page features photos and the names and addresses of company representatives. H. B. Sherman Manufacturing Co., Battle Creek, Mich.

254 Threadless Pipe Fittings. Catalog sheets carry illustrations, diagrams, and detailed information on Slip-On Threadless Fittings, Ballcock and Faucet Adapters. The Slip-On Co., P. O. Box 9806, Atlanta 19, Ga.

264 Athletic Equipment. A 3-color, 14-page catalog features the fall and winter line of athletic equipment. Includes football, basketball, boxing, volley ball, and soccer equipment. Draper-Maynard Co., Cincinnati 32, Ohio.

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265 Power Mower Engines. The complete, illustrated story on the 2-cycle Lawn-Boy power mower en-

gine, its design and performance features, is told in a 16-page booklet. Lawn-Boy, Lamar, Mo.

266 Bolt and Nut Price Finder. Form ADV-791 is an indexed price chart for quick reference. It lists retail prices on the full line of fasteners, is printed in two colors, and may be hung on the wall. Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio.

267 Merchandising Equipment. A display and merchandising equipment catalog is available which features: Vizusell, a flexible system of fixturing for store wide visual mer-



You will have more water skiing customers next summer than ever before!

FREE! NEW PURITAN DISPLAY RACK

Stock your entire line of Water Ski Equipment in this HIGH-PROFIT-PER-SQUARE-FOOT display!

* Your purchase of the Puritan Standard Water Ski Shop gives you this beautiful and sturdy display rack worth \$26.75 FREE. It holds a complete line of tow ropes, tow bridles, bars, floats and figure-8 hooks and 25 full color books on Water Skiing . . . PLUS: The rack is designed to hold, in addition, up to 11 pairs of your water ski line. This self service display rack is a must in every store carrying boat and marine goods. Fill out the coupon below and mail today for complete information.

- Self-Service
- Inventory at a glance
- Suggestive selling

Send coupon today!

PURITAN

MARINE DIVISION

PURITAN CORDAGE MILLS, Louisville, Ky.

Marine Division, Puritan Cordage Mills
124 Canal Street, Dept. 531-400
Louisville, Kentucky

Send me complete information on Puritan's new "Water Ski Shop" Merchandise!

Name

Address

City State Zone

Hardware people appreciate the fact that...



PRODUCT AND PACKAGING SUPERIORITY PROTECTS PROFITS

To wholesalers and retailers alike, CLARK offers such "profit-protecting" features as:

BURR FREE THREADS—Fasteners that are faster and safer to use... a speed and safety that customers appreciate.

SUPERIOR PACKAGING—Individual, heavy weight cartons, clearly labeled and color coded for instant identification. Simpler to sell... a snap to inventory.

UNIFORMITY—Quality that customers can rely on—in fasteners consistently uniform.

Despite these—and many other—points of superiority, CLARK fasteners are competitively priced.

For information on the complete CLARK line of quality fasteners, request full line catalog and price list.



CLARK BROS. BOLT CO.

MILDALE
CONNECTICUT

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chandising; Viz-U-Bilt, all metal gondola type merchandisers; Vizuclicks, display attachments for perforated hardboard panels, signing and binning equipment as well as a wide selection of metal displayers for specific types of merchandise. L. A. Darling Co., Bronson, Mich.

296 Salesman's Chain Catalog. Compact 4-page catalog gives specifications, and Working Load Limits for all popular grades of welded and weldless chain. Also includes illustrations and data on welded and weldless assemblies. Campbell Chain Co., York, Pa.

297 Chain Merchandisers. Two separate 2-color catalog pages. One each featuring regular reel assortments and new Proof Coil Chain on reels. Each page illustrates new reel display merchandisers and actual size illustrations of chains. Space allowed to insert dealer cost. Campbell Chain Co., York, Pa.

298 Window Glass Ads. A 12-page booklet listing more than 75 mats with detailed instructions for building advertisements, ideas for layouts, for use in local newspapers or magazines. Mats are furnished free on request. Libbey-Owens-Ford Glass Co., 811 Madison Ave., Toledo 3, Ohio.

299 Window Glass Installation. Four-page folder or stuffer entitled "How to Replace a Broken Window." Eight helpful steps for the do-it-yourself handyman described and illustrated. May be imprinted with dealer name. Libbey-Owens-Ford Glass Co., 811 Madison Ave., Toledo 3, Ohio.

300 Fishing Lures. Over 150 different soft plastic lures are illustrated and described in DeLong's latest catalog. The covers in color give a picture of the range and scope of the lure colorations. DeLong Lures, 4026 Princeton Blvd., Cleveland 21, Ohio.

301 Fishing Rods. Improvements in styling and design of the company's line of fresh and salt water, solid and tubular fiberglass rods are depicted in the 1960 catalog. Also included are telescopic fiberglass and

**All Industries get the
Best Quality with . . .**

DIAMALLOY wrenches

DIAMOND

*"There is
Nothing Finer
Than a
DIAMOND"*

**HARDWAREMEN—
Look at your stock!
If you have Diamalloy
Tools, you have the best**

Insist on the trade name "Diamalloy" and you'll be getting the finest adjustable wrench made. Diamalloy Tools cost no more than ordinary tools yet they are stronger and more long wearing. You be the judge—prove it yourself:

"There is nothing finer than a Diamond."

Write for catalog of fine industry tools giving distributors name, to—

DIAMOND TOOL and

Horseshoe Co.

DULUTH, MINN. • TORONTO, ONT.

Since 1908



steel rods, revolving rod display stands, and wall display racks. Betts Manufacturing Co., Division of M-B Corp., New Holstein, Wis.

302 Fastening Devices. A 20-page catalog features detailed information on "Hi-Red" plastic expandable screw anchors, and "Wally" plastic screw anchor, "Drive-Straps" shields, washers, machine screws, masonry drills, and other fastening devices in the company's lines. Holub Industries, Inc., Sycamore, Ill.

303 Household Hardware. A 2-page, 3-color bulletin describes the Roto-Rack household hardware display, a 4-sided merchandiser containing 41 individual items and 396 pieces of "Standard" barrel bolts, cupboard turns, sash locks, hinges, and hasps. Information about available finishes, sizes, and packaging for each item is given also in Form RR. Shelby Metal Products Co., Shelby, Ohio.

304 Water Systems. The 1960 catalog, largest in its history, is available. It features a loose-leaf cover with tabs for easy reference and includes product sections on submersible, jet and reciprocating water systems, submersibles and upright cellar drainers, and water softeners. Sec-

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tions are devoted also to the history of the company, pump selection and installation data, and sales aids. The entire contents are available in 2- and 4-page sections suitable for mailing by wholesalers and their dealers. Each section has space for imprinting. Tait Manufacturing Co., 500 Webster St., Dayton, Ohio.

305 Lubricant. A colorful catalog page describes Dry-Lube, an all-purpose lubricant packaged in non-breakable polyethylene squeeze bottles. Also illustrates new display cards. Page is 8½" x 11" to fit standard binders. Reardon Products, 305 Cass St., Peoria, Ill.

306 Fishing Tackle. Seven colorful catalog sheets, picturing and de-

scribing the complete line of Langley baitcasting, spincasting, and spinning reels and rods, are offered. Newest contribution described is the Model 444 Dyna-matic reel. Langley also offers the Fisherman De-Liar in two styles, bubble-packed for peg board display or packaged in cartons, as well as two artificial baits, the Matarador jig and the Banderilla lure. Langley Corp., 310 Euclid Ave., San Diego 12, Calif.

307 Trowel Trades Tools. Special Dealer Edition of the 1960 Goldblatt Tool Catalog presents the "Good as Gold" line of tools and equipment for masons, cement finishers, plasterers, and other building professionals. Many new tools and building ideas are included. Goldblatt Tool Co., Walnut St., Kansas City 41, Mo.

308 Airex Products. The company's 1960 catalog contains 10 pages, in color, which illustrate and describe the complete line of fishing tackle. Catalog sheets are offered also on Baseball Gloves and on Rainwear. Airex Corp., 411 Fourth Ave., New York 16, N. Y.

309 Window Glass. A 15-page booklet describes and illustrates the L.O.F. process of sheet drawing flat glass, the types and general uses, and gives selection and physical specifica-

JOHNSON AIR COMPRESSORS

A complete line,
competitively priced, for...



Here's a quality line of 38 different models — 1/3 to 3/4 hp, portable and tank-storage types — to meet all of your customer needs. Full line of accessories included. Each unit is backed by Johnson's 75 years' experience in the pneumatic equipment field... your assurance of quality that pays off in performance and dependability!

30% DISCOUNT TO DEALERS!
Immediate Delivery from
Distributors' Stocks.



RED HEAD —
the low-cost price leader.
For any 1/2 hp motor,
engine, or pto.



POWER AIRE —
Compact, self-contained,
with 1/2 hp direct-drive,
capacitor-type motor.



THE "200" SERIES —
for larger jobs. Delivers
up to 90 psi.



THE "400" SERIES —
the heavyweight champ of
the line. Up to 125 psi —
2.8 cfm. Horizontal or
vertical tank.



JOHNSON SERVICE COMPANY
Compressor Division, Dept. AZ
Milwaukee 1, Wisconsin

C-143

**TAKES OFF
ITS HAT
TO NOBODY!**



*Carriage, lag and machine bolts.
All sizes. Quick delivery from stock.*



BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.
Export distributor, Bethlehem Steel Export Corporation

BETHLEHEM STEEL



tion data. Booklet also shows dealer sales aids, such as signs and display-storage racks, and gives pointers for glazing and proper cutting of glass. Libbey-Owens-Ford Glass Co., 811 Madison Ave., Toledo 3, Ohio.

310 Putty Pencil. A catalog page descriptive of Magic Woodblend putty pencil is available. The bulletin explains how Woodblend corrects surface defects and holes in any shade wood. It also provides information about two displays, various color assortments, prices, etc. Form WB 1000. Magic Iron Cement Co., Inc., 5403 Bower Ave., Cleveland 27, Ohio.

311 Curry Combs. An envelope stuffer entitled "How to Curry Favor with Your Customers" and which illustrates and describes a line of curry, mane, and curling combs is now available. North & Judd Manufacturing Co., New Britain, Conn.

312 Galvanized Ware. A 16-page catalog describing the full line of J&L galvanized ware is available. Alongside the pictured products are descriptions, specifications, and shipping information. The product line includes pails, tubs, trash cans and burners, coal hods, fuel cans, water cans, etc., for a variety of industrial, commercial, and domestic uses. Con-

HELPFUL BOOKLETS FREE!

(Use reply card on page 95)

tainer Division, Jones & Laughlin Steel Corp., City Park and Hamilton St., Toledo 1, Ohio.

313 Building Specialties. An enlarged M-D catalog which contains 64 pages plus cover is offered to dealers. The outside cover is dominated by a 3-D rendition of the M-D trademark in four colors against a black background. The inside pages, printed in three colors, completely illustrate all of the building specialties manufactured by the firm. Macklanburg-Duncan Co., Box 1197, Oklahoma City 1, Okla.

314 Fishing Lures. The 1960 color catalog illustrates the complete line of Whopper Stopper lures consisting of styles for all types of fishing from top to bottom scratchers. Sizes for spinning, casting, and trolling in a wide range of patterns to suit all conditions. Whopper Stopper, Inc., Box 793, Sherman, Texas.

332 Fishing Tackle. The new 1/4-oz. "Razze Dazze" lure is featured in the company's 1960 64-page catalog. Packaging is described as one dozen to the easel-type display card, with each lure on its own card; one size and one blade color to a card. Wright & McGill Co., P. O. Box 518 aa, Aurora Station, Denver 8, Colo.

333 Fabric Cement. Leaflets and brochures are available as well as mailing cards for dealers on the uses of Tehr-Greeze Fabric Cement for patching, repairing, and mending of any item made of cloth, canvas, leather, and soft wood. Val-A Co., 700 W. Root St., Chicago 9, Ill.

334 Edge Tools. Colorful catalog pages are available presenting the company's line of axes, hammers, hatchets, Bush Hook, sledge hammers, and garden tools. Illustrated. Mann Edge Tool Co., Lewistown, Pa.

335 Vises and Levels. Catalog No. 60 includes descriptions of 64 different vises and 42 levels. Quick reference vise charts and comparative specifications are shown also. There are over 80 individual illustrations. Columbian Vise & Manufacturing Co., 9021 Bessemer Ave., Cleveland 4, Ohio.

(Continued on page 104)

the odds are **4 to 1** now...
you'll sell more **CHANNELLOCKS**

Your CHANNEL-LOCK sales opportunities are better than ever... 4 times better. The reason? You now can offer your customers their choice of not merely one but four distinct sizes of CHANNELLOCK Pliers. The wider the choice, the surer the sale! Best of all, each member of this CHANNELLOCK family foursome has established itself as a fast-seller... hundreds of thousands of them are sold every year. Show 'em all four... and you'll sell all four.

No. 426 Pocket-Size
No. 420 Multi-purpose
No. 424 Mighty Midjet
No. 430 Big Champ

(also available with smooth jaws—No. 415)

send for information on our special Channellock "family foursome" display board No. 400-D

CHAN NEL LOCK

CHAMPION DEARMENT TOOL COMPANY • MEADVILLE, PENNSYLVANIA

*fills nail holes and defects
in paneling... furniture
and woodwork!*

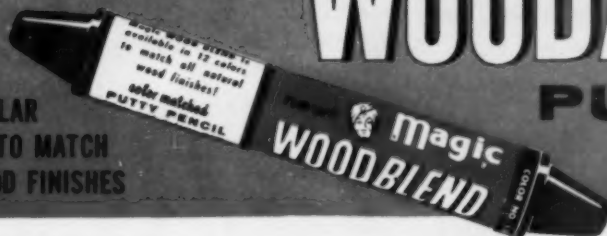
Magic



WOODBLEND

**PUTTY
PENCIL**

**12 POPULAR
SHADES TO MATCH
ALL WOOD FINISHES**



FREE—Handsome, permanent plastic counter display holds 6 dozen assorted Woodblend. A real self seller! Compact—takes less than one square foot of counter space. Order #150 Magic Woodblend Assortment.



Attractive-free color folders!

Refills packed one dozen of a color per display carton.



Magic Woodblend Putty Pencils are the perfect way to color match any shade of wood—no messy mixing of colors and putty. Simply rub the proper color Magic Woodblend over the hole or defect after finishing the wood. It fills and hides the holes perfectly! Will not shrink or stain.

Each putty pencil is beveled on both ends for added convenience.

Painters, carpenters, mechanics, and do-it-yourselfers use Magic Woodblend Putty Pencils—because it saves time and money. A perfect job every time.

THE MARKET IS TREMENDOUS! ORDER TODAY FROM YOUR JOBBER

No. 150 MAGIC WOODBLEND ASSORTMENT

Contains 6 dozen putty pencils (6 of each color), plus FREE permanent counter display made of handsome, durable plastic. A real self-seller!

REFILLS FOR MAGIC WOODBLEND

Packed 1 dozen of a color per display carton.

No. 129 PROFESSIONAL KIT

Contains 12 putty pencils (One of each color) in display carton.

List Price (6 doz. Magic Woodblend) \$28.08
Dealer Price (40% discount) 16.85
Dealer Profit \$11.23

List Price each \$.39
Dealer Price per dozen \$2.81

List Price \$4.68
Dealer Price \$2.81

**Order refills
by Number**

No. 130 Natural, Pine
No. 131 Blonde, Bleached
Mahogany
No. 132 Birch, Fir

No. 133 Light Oak
No. 134 Butternut,
Light Mahogany
No. 135 Light Walnut

No. 136 Maple, Cherry
No. 137 Redwood, Cedar
No. 138 Dark Mahogany
No. 139 Dark Walnut

No. 140 Driftwood,
Limed Oak
No. 141 Nutmeg, Elm



MAGIC IRON CEMENT CO., INC. CLEVELAND, OHIO, U.S.A.

America's most complete line of repair products

THE BIG 3 MONEY MAKERS

Foodco

1. Food and Vegetable Cutter
2. Pastry Cutter-Server
3. Hamburger Press

Duncan Hines*

FOOD AND VEGETABLE CUTTER

GRATES, SHREDS, PEELS, SLICES, STRINGS, WAFFLES, CRUMBS, CHOPS.



Over 1/4-million sold. Highest profit food appliance available. Best quality materials and construction. Leads all others in volume. Models to retail from \$10.95 to \$19.95.

*Trademark of Hines-Park Foods, Inc. Ithaca, N.Y. Kitchen-Quip, Inc., Licensee

MICRO-KEEN CUTTERS

Cuts all the food... No waste.

Foodco PASTRY CUTTER-SERVER

CUTS & SERVES HOT & COLD CAKE, PIE, ICE CREAM, MEAT LOAF, etc. Stainless steel blades, Durez handles. Adjustable hinge tension. Finest gift quality. Rugged durability. Beautifully packaged. Top impulse item.



Exclusive!

NO OTHER LIKE IT...

\$2.98 (retail)

Foodco HAMBURGER PRESS

FORMS & PRESSES UNIFORM MEAT PATTIES. Fun for homemakers and patio chefs. Pinless hinge for easy washability. Stores flat in drawer. Almost a "must" for every home. Sells on sight. A high-turnover item for fast profits.

MORE PROFIT. Call your jobber or write factory for catalog and prices.



BEST OF ALL PATTY PRESSES

CHROMIUM PLATED
\$2.98 (retail)

FOODCO APPLIANCE CORP.

Subsidiary of KITCHEN-QUIP, INC.

Waterloo, Indiana

HELPFUL BOOKLETS FREE!

(Use reply card on page 95)

336 Household Chemicals. Catalog pages are available on the company's products which include Chimney Sweep Soot Destroyer, De-Moist Air Dryer, De-Moist Mildew Spray, Oven-Aid Oven Cleaner, Mr. Slick All Purpose Lubricant, Free-All Septic Tank Activator. Circulars on some products are offered. G. W. Coughlan Co., West Orange, N. J.

337 Barbecue Portable Pits. Information about styling and cooking features of the 1960 line of "Char-Broil" portable outdoor cooking equipment is provided in a pamphlet. Columbus Iron Works Co., Columbus, Ga.

338 Sweeps and Plow Shares. A colorful wall chart illustrates the Southern Streak line of "Red Streak" high carbon sweeps and other steel plow shares. Southern Plow Co. Division of Columbus Iron Works Co., Columbus, Ga.

339 Marine Cordage. A 28-page marine catalog featuring a special display rack section and showing the company's complete line of rope, cordage, and water skiing accessories is available. Marine Division, Puritan Cordage Mills, 124 Cabel St., Louisville 6, Ky.

340 Plastic Hose Nozzles. A 3-color bulletin, descriptive of Trans-Flo plastic hose nozzles, contains complete information on packaging, displays, and test data. Bulletin L-1695A. Vlcek Tool Co., Cleveland 4, Ohio.

341 Spark Plugs. The Mower Power M-42 spark plug which is specially designed for power mowers, power saws, tillers, garden tractors, and similar engine applications, and the Stitt Marine SM-4 heavy duty outboard spark plug are described and illustrated in available literature. Stitt Ignition Co., Marine and Power Mower Div., 86 East First Ave., Columbus 1, Ohio.

For information on
SALES AIDS
See Page 131



How to get your share of a lively market:

Stock the best-selling farm tools. Some are *must* items in any store. Shown here are just three demand tools that are proved profit-makers. Ask your True Temper wholesaler about True Temper's basic farm-tool selection and complete line.

Stock the preferred brand. True Temper is the brand name that farmers know and trust . . . and buy! In 1960 True Temper will continue to back you up with powerful national advertising in *Life*, *Saturday Evening Post*, *Better Homes and Gardens* and other famous magazines, including *Successful Farming* and *Progressive Farmer*.

Get 'em all in one order. Only True Temper provides steel goods, axes, shovels, shears, hammers, heavy goods, snow tools—all from *one source*.

Aluminum scoops—New bowl shape holds more material yet weighs no more. Choice of sizes.

Manure forks—High-strength tubular-steel ferule, fire-hardened handle. 4-, 5- and 6-tine.

Kelly axes—"Only Kelly is the McCoy" in axes. Full range of patterns, weights and grades.

Why pass up the profits you can make in farm tools? Call your True Temper wholesaler today for full information and free catalogs. True Temper, 1623 Euclid Avenue, Cleveland 15, Ohio.

TRUE TEMPER.
your basic line... your money line

For 120 Years...
**SOMETHING TO
 CROW ABOUT!**



"EMPIRE"

Built TILLAGE TOOLS

Since 1840, **EMPIRE** products have been the line which "sells on sight and repeats on performance." Four generations of farmers have placed their confidence in **EMPIRE** Sweeps, Shovels, Teeth, Furrowers, etc. made from C-1080 high carbon steel.

Extra toughness is tempered into every **EMPIRE** built tillage tool by our exclusive Isothermal heat treating process which provides longer, useful life — extra acres of work done surer, faster. Sell the line with ready trade acceptance—sell **EMPIRE!**

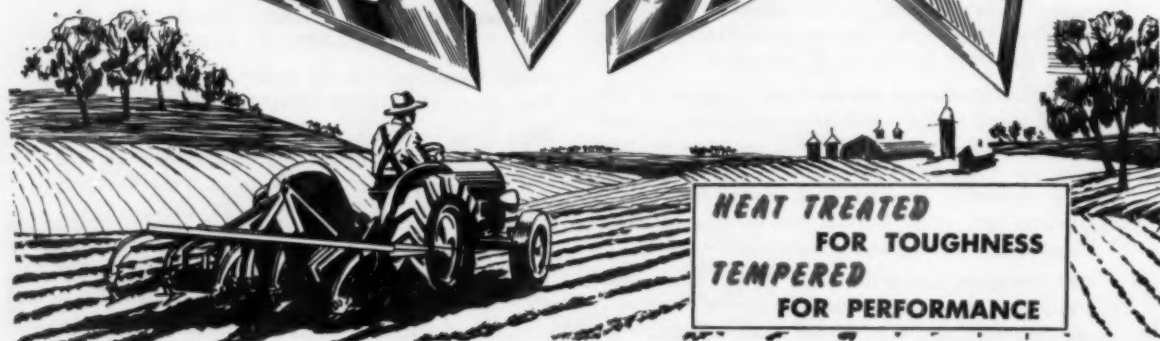
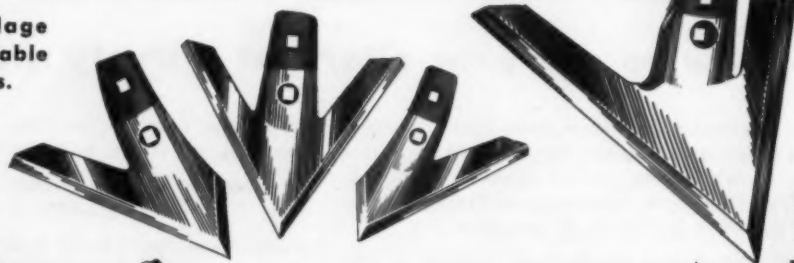
THE **EMPIRE** PLOW COMPANY

"Specialists in Tillage Tools Since 1840"
 CLEVELAND 27, OHIO

1840

1960

EMPIRE deep tillage sweeps are available in four stem angles.



**HEAT TREATED
 FOR TOUGHNESS
 TEMPERED
 FOR PERFORMANCE**



GROW YOUR OWN MONEY TREE!



WE PROVIDE THE PLANTER **FREE!**



No. 160P



H. B. SHERMAN MANUFACTURING CO.
BATTLE CREEK, MICHIGAN

PLUS a BIG
50% DEALER PROFIT

To introduce our new **DIAL-A-SPRAY NOZZLE** we're going out on a limb to help you grow a money tree **RIGHT IN YOUR STORE!** If you act now, you can get a handsome planter **ABSOLUTELY FREE.** We'll put in 30 new fast-moving **DIAL-A-SPRAY NOZZLES** for which you pay a modest \$10.90. Your cash harvest will be your original \$10.90 **PLUS ANOTHER \$10.90** — just like picking money off a tree!

HERE'S THE DEAL:

30 DIAL-A-SPRAY NOZZLES @ 68c (Sugg. Rtl.).....	\$20.40
FREE PLANTER..... Retail Value	1.40
TOTAL SELLING PRICE.....	\$21.80
YOUR COST ONLY	\$10.90
YOUR BIG 50% PROFIT	\$10.90

NO. 160P "PLANTER-PAC" SPECIFICATIONS — Height 10", Width 10", Depth 10", Overall height with sign 17", Shipping weight 3½ lbs., individually packed.

TO: H. B. Sherman Mfg. Co.
Battle Creek, Michigan

- ☐ Ship a No. 160P "PLANTER-PAC" through my jobber.
☐ Enclosed is 25c. Send a sample DIAL-A-SPRAY NOZZLE postpaid.

Name _____

Address _____

City _____

State _____

Jobber _____

Jobber's Address _____

ARCTIC BOY

portable water coolers



COLD WATER is a HOT item!

If it's not cold, it's not drinking water!
That's your big selling point in ARCTIC BOY
portable water coolers . . . they keep water
refreshingly cold and sparkling clear.

Here's why:

- Inset of HOT DIPPED galvanized or stainless steel
- Sparkleen plastic liner is non-toxic, prevents corrosion
- Large opening—easy to ice and clean
- Extra large insulation space
- Popular 2, 3, 5, 10 and 15 gallon sizes

Send for free booklet "Care and Use
of Your Cooler." Write Dept. H32

SCHLUETER MFG. CO.
ST. LOUIS 7, MO.



Bowman Lumber Co. Acquires Abilene Firm

DONALD L. SMITH, president of Bowman Lumber Co., Inc., announces the acquisition of the South Texas Lumber Co. in Abilene, Texas. Bowman Lumber Co. was to open for business at 1102 Oak in Abilene, Texas, on February 8.

Hugh M. Davis

(Continued from page 48)

saler for an adequate profit to enable both to carry out their functions.

If the hardware wholesaler continues to do all the work necessary to obtain for a manufacturer a respectable volume of sales on his product, he is entitled to greater manufacturer loyalty and stronger support."

Joe F. Wood

(Continued from page 49)

with the changing market and vigorously practice profitable operating procedures will continue to prosper.

My firm hopes to increase its importance to our dealers and our suppliers by providing merchandising and management assistance for dealers who want such assistance. We intend to do our research and planning on a local level as we think that is our most practical and profitable approach. Most of our dealers have shown a willingness to cooperate with us in trying new ideas and merchandising concepts as well as handling and promoting new items. They work with us in learning to give the individualized service and technical know how to which some dealers give only "lip service." They are eager to adapt to new methods of merchandising and management.

Our dealers make use of our facilities in planning promotions suited to their own store and locality. Many of our dealers use budget selling and revolving credit. A large number use inventory control and variable pricing. We are thankful, that most of them believe a strong, local wholesaler

Planet Jr.

Go into a new orbit for 1960
with Planet Jr.

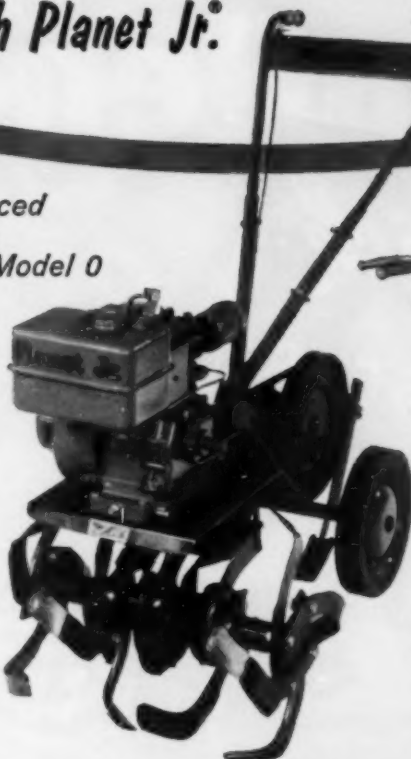
- Best made
- Best in service
- Best in all outdoors

Now! New advanced
Planetiller® Model 0
converts to
PLANETRACTOR

Supplies the one indispensable unit for every lawn and garden enthusiast. 3 hp, plus 60:1 reduction gear, delivers power and stamina to spare for every job.

New! AEREATOR attachment punches down to root zone, permits air, water, fertilizer to penetrate.

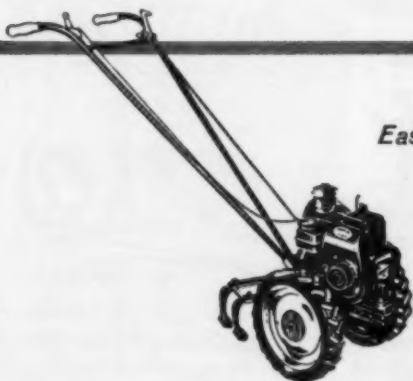
New! Picktype tines for loosening hard-packed soils and digging trenches.



New! Planetiller
converted to
PLANETRACTOR



By removing tine assemblies, substituting wheel assembly, you now have an easy-handling Planetractor. With Planetractor cultivator frame or Planetractor tool bar, you can use the complete line of Planet Jr. accessories to furrow, hill and cultivate.



Easiest selling little tractor on the market...

Planet Jr. Super Tuffy®

A super-performer around garden, nursery and lawn. Tills, cultivates, grades, snow-plows—and does a dozen other jobs besides mowing. The mobile power plant for every suburban lot and small farm.

Finest in the field
for 85 years

And these all-season
Super Tuffy
Attachments!
(Besides many more!)



Cultivator



Rotary Mower



Rotary Tiller

S. L. ALLEN & CO., INC.

3421 N. 5th St., Philadelphia 40, Pa.

RUSH THIS COUPON TO US—it means brisk business for you.
I want details on how I can make big money with:

☐ Planetiller Model 0
Planetractor

☐ Super-Tuffy

Name.....

Address.....

City.....Zone.....State.....

STOPS ALL
"TOOL FUMBLING"...

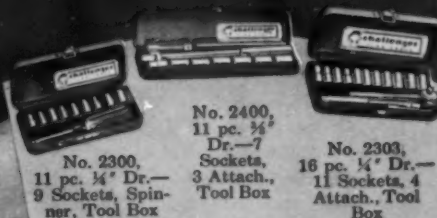
GOOD BYE TO...
SCRAMBLED TOOLS!



New Challenger

Pick-Quick
PAT. APPL. FOR
SOCKET SETS

GET BIG "Pick-Quick" PROFITS
WITH THESE VOLUME SELLING SETS
in 1/4", 3/8" & 1/2" Drives...

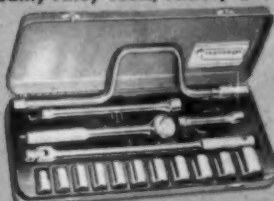


No. 2300,
11 pc. 1/4" Dr.—
9 Sockets, Spin-
ner, Tool Box

No. 2400,
11 pc. 3/8"
Dr.—7
Sockets,
3 Attach.,
Tool Box

No. 2303,
16 pc. 1/2" Dr.—
11 Sockets, 4
Attach., Tool
Box

Order by Number from these 5 national
sales leaders—all with New Challenger
"Pick-Quick" Feature at no extra cost.
Top-Quality Alloy Tools, Factory Guar-
anteed.

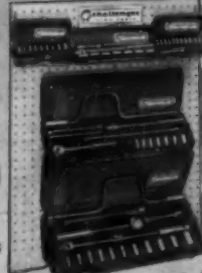


No. 2501 (above), 17 pc. 1/2" Dr.—11
Sockets, 5 Attachments, Metal Tool Box.
No. 2402 (below), 14 pc. 3/8" Dr.—7 Sockets,
6 Attachments, Metal Tool Box.



SUPER-COMPACT challenger
"Pick-Quick" MERCHANDISER
FOR YOUR STORE WALL, TOO!

Displays one
each of above
Sets in only
24x28". Spec-
ify No. 440.



"Pick-Quick"
—BECAUSE INDIVIDUAL "CONTOURS"
KEEP ALL TOOLS IN CORRECT PLACES . . . READY
TO PICK UP AND USE INSTANTLY!

You can't match this Brand New Idea in Socket Sets for Rapid Turn
over! Customers buy on sight—because Challenger "Pick-Quick"
puts an end to wasted time, fumbling and frustration in searching out
the correct Socket or Attachment from a box of "scrambled" tools.
With Challenger "Pick-Quick" all tools are neatly lined up in exact-fit
"contours" . . . every Socket and Attachment is always in the
same place . . . always in full view . . . always handy for "finger-
same place" . . . always in full view . . . always handy for "finger-
tip" removal. Further, when set is not in use, closed lid of box locks
tools in position. And you have this marvelous competitive advantage
—Challenger "Pick-Quick" Assortments are priced the same
as regular Socket Sets! Ask for Full Information today—also on
Complete Challenger Line of quality hand tools at popular prices.
Contact your Jobber . . . or write address below.

Challenger Division
PENNS TOOL CORPORATION, SCHILLER PARK, ILLINOIS
SUBSIDIARY OF PENNISTON TOOL INDUSTRIES, INCORPORATED

4 BIG MARKETS for DEMING WATER SYSTEMS

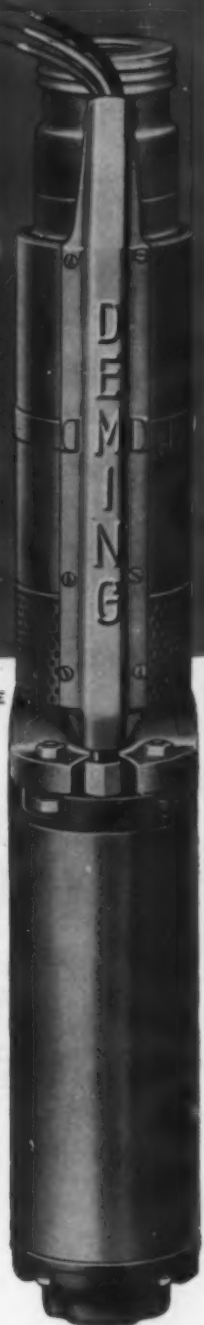
- Replacement of Obsolete Systems
- Replacement of Inadequate Systems
- New Suburban & Farm Homes
- Prospects for a Second or "Stand-by" System

More people are building homes beyond city water mains. More obsolete water systems need replacement. More people have found the water systems they bought are inadequate for their needs. More people are prospects for a "second" or "stand-by" water system for use in emergencies, or when their present system is down for repairs. Whatever the market... whatever the need... SELL DEMING... the reliable line that blankets the 4 BIG MARKETS for modern water systems.



"75" CONVERTIBLE JET

"F" SERIES SUBMERSIBLE



See your Deming Representative...or mail coupon today for Catalog C-59

NAME _____

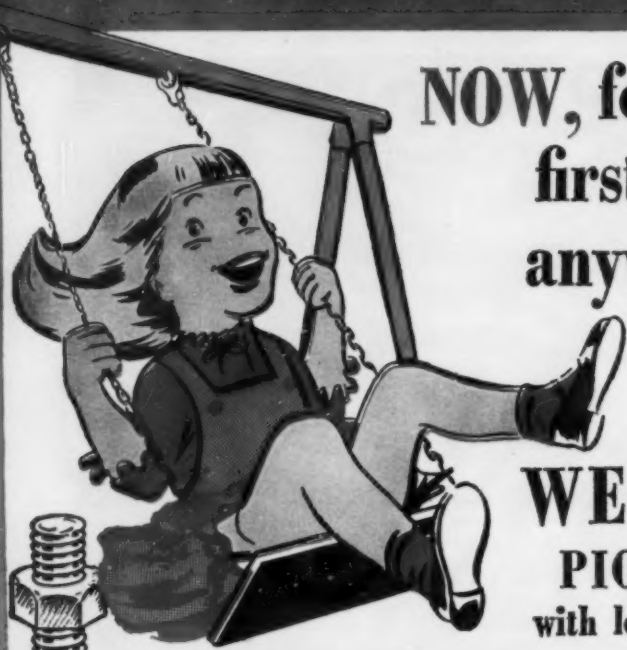
COMPANY _____ POSITION _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

The DEMING Co.
489 BROADWAY • SALEM, OHIO

OUR **80**th YEAR EXPERIENCE
PROGRESS WITH



**NOW, for the
first time
anywhere**

**WESSEL
PIONEERS
with long-wanted**

REPLACEMENT GYM SWING BEARINGS

No. 809

**FOR THE 18 MILLION PLAY
SWINGS THAT NEED THEM NOW**

At least 18 million of the 28 million play swings now in use need replacement bearings—for SAFETY! • Since their introduction last year, the phenomenal sales success of WESSEL ball bearing gym swing sets proves that families everywhere want to replace dangerous, rusty hangers!

All around you... where ever swing-age children live... ready, PROFITABLE sales—extra profits—await you. Just show WESSEL gym swing ball bearings on your counter; display the sales-making window banner that comes in every carton; you'll sell WESSEL Gym Swing Bearings fast.

Wessel ball bearing gym swing sets are attractively skin packed on handsome, colorful pre-priced cards for self-service impulse buying. Two styles available. The #809 comes with thru-bolt and fastening cap. Both easily, quickly installed—both zinc plated to resist weather.

Stock both styles NOW for spring and summer sales. Call your jobber, or write to

WESSEL HARDWARE CORP.

919-931 N. 5th St., Philadelphia 23, Pa.

In Canada: Geo. S. Hall Co. 25 Grenville St., Toronto 1. Export: Hall & Reis, Inc., 145 Broadway, New York 6

No. 808



No. 809

HAE-WH870-159

**WESSEL
HARDWARE**

makes stronger local retailers and that they are willing to pay us a fair wage for the job we do.

We hope to persuade our suppliers to be a little more realistic in appraising the potential of our territory. This firm offers the productive possibilities of a young, well-trained, aggressive sales force including two speciality men and an advertising specialist. They are backed up by a complete merchandising plan for retail dealers. This we would like to "swap" the manufacturer for the time of well-trained representatives who will bring ideas, merchandising helps, assistance in moving frozen goods and a genuine interest in our problems and those of our dealers along with their order blanks.

We hope suppliers will plan better national advertising programs and that they will provide for local advertising in their budgets. We believe it will be more profitable for them to follow a selective plan of distribution. We would like more market testing as to design, quality and price appeal at the consumer level. More realistic dating terms on seasonal merchandise would be helpful to us. We believe manufacturers should recognize the various functions performed by distributors, pay them for what they do, and not pay wholesalers for functions which they do not perform. We think we should put our money where our mouth is and give our time and effort to those lines which fit the distribution pattern we believe in.

Mutual respect and loyalty, combined with intelligent leadership, will make this decade the soaring sixties for the hardware dealer, distributor and manufacturer.

John W. Sheffield

(Continued from page 52)

just say no without giving the distributor a chance to explain the promotion to him, how it works, and what good it will do for the dealer.

A promotion is not a money making gimmick for the distributor, but an aid he is offering to the dealer to help him get more traffic into his store, and thereby increase business on his regular lines.

Cooperation may be an overused and trite word, but if hardware dealers, hardware distributors, and hardware manufacturers were to

PETERS

means

POWER

to your customers!

*That's why it pays to
stock, display and push the
entire power-packed line of
PETERS "High Velocity"
sporting ammunition.*



Peters

sales
PACKS THE POWER

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

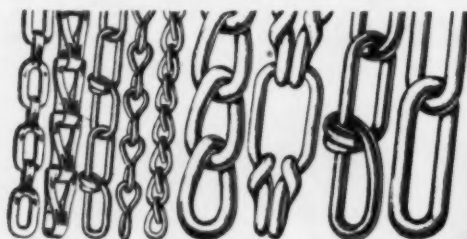
"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.



WESCO

Quality CHAIN

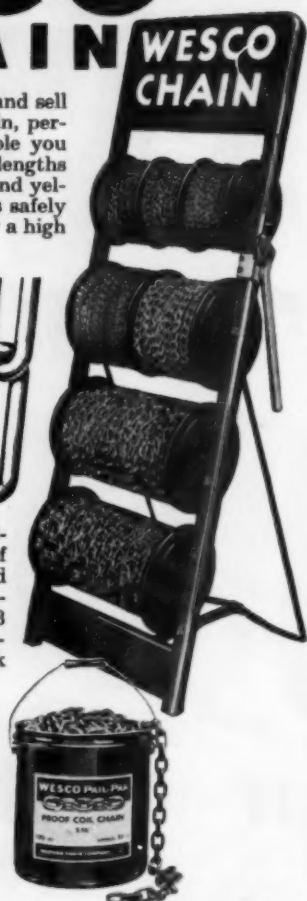
Wesco Chain Display Stands hold, display and sell more chain. They remind customers of chain, permit them to compare and select, and enable you quickly and easily to measure off accurate lengths and take in the money. Handsome in blue and yellow baked enamel this stock display stands safely and rigidly at any vantage point. It will pay a high return on the small floorspace it occupies.



All popular hardware types of chain are available on steel reels. Write for Catalog Sheet of suggested assortments. Reels in the "balanced stock" Assortment "A" are: 175 ft. 2/0 Defiance • 125 ft. 3/0 Lock Link • 200 ft. #3 Defiance • 100 ft. #35 Sash • 75 ft. 2/0 Machine, Twist Link • 200 ft. #16 Double Jack • 200 ft. 1/0 Brass Safety Chain.

WESCO Pail-Paks

Proof Coil or BBB Chain. Strong, reusable steel containers. Sizes $\frac{3}{16}$ ", $\frac{1}{4}$ ", $\frac{5}{16}$ " and $\frac{3}{8}$ ".



OTHER WESCO CHAINS



WESCO Handy Chain

Here is an all-purpose chain which does "a hundred" useful jobs and sells for every one of them. Strong—welded $\frac{3}{16}$ " straight links, with ring on one end and snap buckle on the other. 5 ft. 6 in. long.



WESCO Tie-Out Chains

Come with "Defiance" type links, in 20 and 30 ft. lengths, with 1, 1/0, 2/0 or 3/0 links. Complete with stake ring swivel and snap.



WESCO Halter and Dog Chains

Made in 4 1/2 ft. and 6 ft. lengths. Sizes No. 6 to 6/0 inclusive. Bright finish or Bright galvanized finish.



WESCO Log Chains

Sizes 1/4" to 3/4". No. 120 with Grab Hook, Slip Hook and Swivel. No. 110 with Grab Hook, Ring and Swivel. No. 220 with Grab Hook and Slip Hook, without Swivel. No. 210 with Grab Hook and Ring, without Swivel.

WESTERN CHAIN COMPANY
1814 W. BELMONT AVE. CHICAGO 13, ILLINOIS

really cooperate and pull together there is no other method of distribution known to man that could compete with it, and survive.

Ramac Operation at Orgill Bros.

(Continued from page 57)

reference code.

Under the old card pulling system, 1,000 lines per day was tops for any one key punch girl. Now it is 3,000 a day.

Orgill ships an average of 10,000 lines per day.

After the key punching, the order cards go to Ramac and the following is done:

A message is typed out on Ramac's console typewriter if the order has to be checked (if the hash total doesn't balance).

Non-profit items are typed out on the console typewriter for research by management.

Discontinued items contained in the order are typed out and substitutes made when practical. This saves time in the warehouse and allows the company to sell more items.

In the memory of Ramac are held 50,000 100-digit records. For each item of inventory in the warehouse, the following information is stored:

Unit of measure; catalog number; department; inventory cycle reporting date; warehouse location; brief description; suggested list price; selling price 1-2-3; unit cost; minimum balance; freight class codes; Memphis warehouse inventory; sales since last reporting cycle; quantity on order from factory; and Jackson branch inventory. The branches at Shreveport, Little Rock and Fort Smith are not covered on this data since only major appliances rather than hardware are handled there and there is no great inventory problem.

The order card is fed into the Ramac and the machine performs the following operations:

1. All extensions.
2. All discounts.
3. Sales tax computations.
4. All cash discounts.

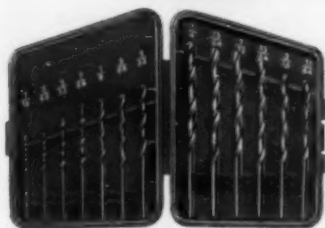
All the above information, in addition to the department, warehouse location, brief description, suggested list price, unit price, catalog number, unit of measure and quantity, is released from the Ramac in the form of IBM punch

Make **Hanson** Your No. 1 Line

OF DRILLS • TAPS • DIES *because...*

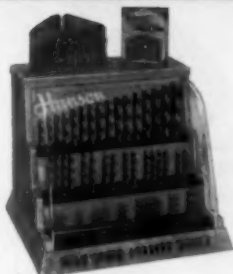
- You sell top quality at prices as low or lower, than second, or even third, grade lines.
- Hanson always provides for longest profit margins with lowest consumer prices.
- Every Hanson product is backed by an unconditional guarantee.
- Hanson provides the finest merchandising aids and packaging of tools at no cost to you.
- COMPARE the facts and you, too, will choose Hanson... the Self-Seller Line!

Your Partners in Profits



No. 113 DELUXE DRILL SET

Contains 13 High Speed Steel Drills ($\frac{1}{16}$ " to $\frac{1}{4}$ ") in America's finest drill case that also serves as drill stand and wall rack.



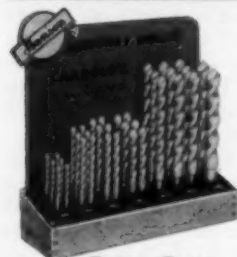
Self-Seller DRILL DISPLAYS

Sell drills fastest because they display drills best. Available in both counter and wall displays. Model 157—for fractional sizes. Model 342—for wire gage sizes. Requires only 14" x 14" space on your counter. Models 157W and 342W for wall type cabinet.



No. 414 Sure Grip

$\frac{1}{4}$ " SHANK DRILL SET
Contains four drills ($\frac{3}{16}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{1}{2}$ ") in handy, durable plastic case.



No. 523 Self-Seller

MASONRY DRILL DISPLAY
Contains stock of 23 genuine carbide tipped drills in sizes $\frac{3}{16}$ " to $\frac{3}{8}$ ".



Ace No. 196 Self-Seller

TAP AND DIE DISPLAY
Displays and stocks all popular sizes of Taps, Dies, Screw Extractors and Wrenches in 18" x 13" counter space.



ACE SUPER-SET OF

TAPS AND DIES - No. 614
Contains 17 popular sizes, both machine screw and fractional from No. 4 to $\frac{1}{2}$ " plus $\frac{1}{8}$ " pipe. Packed in beautiful, durable case.



ACE No. 535P

SCREW EXTRACTOR SET
Contains five most popular sizes in handy plastic case.

Contact your Hanson wholesaler or write Henry L. Hanson Company, 25 Union Street, Worcester 8, Mass.

Quality Tools at Popular Prices for Over Half a Century.

9 ways to make steady profits in 1960

Feature DEALER-TESTED
ANCHOR BRAND and WILCOX-CRITTENDEN



Dependable Hardware



☒ Check your stock of these staples now



EASY-DOES-IT

☐ No. 1 Calf Weener, cast malleable iron, standard pattern, points will not injure animal.



HOLDS FAST

☐ No. 290 Shackle, screw-pin type anchor shackle, drop-forged weldless steel, galvanized or self-colored, sizes $\frac{3}{16}$ " through 2"



WORKMANLIKE

☐ No. 100 Curry Comb, steel with steel handle, open back, six bars with knocker bar.



EXTRA STRONG

☐ No. 240 Slip Hook, self-colored weldless drop-forged steel, sizes to fit chains from $\frac{1}{4}$ " through $\frac{3}{4}$ "



TIMESAVER

☐ No. 2530 Chain Repair Link, cast malleable iron, sizes $\frac{3}{16}$ " through $\frac{3}{4}$ "; also drop-forged steel, No. 662, $\frac{1}{4}$ " through $\frac{1}{2}$ "



EVER RELIABLE

☐ No. 0173 Pulley, single swivel, gray iron, closed malleable eye, sizes to fit rope from $\frac{3}{32}$ " through $\frac{1}{8}$ "



MANY-WAYS USEFUL

☐ No. 225 Bolt Snap, cast malleable iron, swivel round eye, $\frac{1}{2}$ ", $\frac{3}{8}$ ", $\frac{3}{4}$ ", $\frac{7}{8}$ ", 1"



SILENT SALESMAN

☐ No. 1 Snap Assortment contains 72 pieces, all-purpose, open eye, $\frac{3}{8}$ "; swivel eye, $\frac{3}{8}$ ", $\frac{3}{4}$ ", spring, bolt snaps; colorful display box.



NO-SLIP GRIP

☐ No. 301 Turnbuckle, open type, hook and eye, galvanized weldless drop-forged steel, galvanized threads.

You stock staples that will make steady profits for you in 1960 when you stock Anchor Brand and Wilcox-Crittenden dependable hardware.

Quality and durability are the watchwords for this hardware and customers appreciate both — and you, for providing it for them. If a check shows your stock is low, ask your jobber to bring it up to snuff. A full stock means full profits for you.

NORTH & JUDD
Manufacturing Company
New Britain Connecticut

New York • Boston • Philadelphia • Atlanta • Jackson (Miss.) • Buffalo • Detroit • Chicago
Minneapolis • St. Louis • Dallas • Los Angeles • San Francisco • Seattle • Montreal

cards.

All messages from the console typewriter are researched and any necessary corrections to the order cards are made immediately. All order cards are sorted in the warehouse location sequence and shipping tickets are written on Model 403 accounting machine. All shipping tickets are lined up in the same sequence as merchandise in the warehouse, thereby reducing order filling time approximately 40 percent.

When the 403 accounting machine rewrites the original order, a big advantage is that the order is perfectly legible. This can't be said for the handwriting of all salesmen. The printed legibility cuts down on the number of mistakes by order fillers.

Shipping tickets are run on different color each day so the warehouse can promptly spot late orders. Generally, all orders received one day are shipped the next day.

The salesman's original order and all cards pertaining to the order are held in the IBM department until the merchandise is shipped. After shipment, the shipping ticket is matched with the salesman's original order and cards are pulled and shortages are coded as back orders. The cards and the salesman's original order are passed to the 403 accounting machine to prepare the customer's invoice.

Prepared at the same time as the customer's invoice is the accounts receivable card, which is used for updating customers' accounts and statements.

A duplicate copy of the invoice, shipping ticket, bill of lading and the salesman's original order are kept in the general file.

Waiting and rush will-call orders are by-passed the regular routine and are processed by the old tub-file system. The company handles about 50 such orders daily in its Memphis warehouse.

Will-call and rush orders represent about seven per cent of Orgill's daily order volume but only one percent of its daily line item volume.

All shortages are back ordered and all back orders are processed through the 403 accounting machine, one item per page. These are held and returned to the salesman when merchandise is received.

All salesmen working out of the Jackson branch send their orders to the Jackson office. Jackson fills

"From Bass to Big Tuna There's a PENN REEL to meet All of my Customers' Needs"

Mickey Altenkirch
C. Altenkirch & Son
Hampton Bays, L. I.

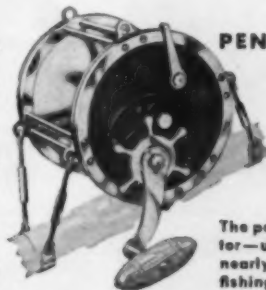


"We've featured PENN Reels since 1932" says Mickey Altenkirch, "and call it our bread and butter line. We rate PENN Reels as champions in sales and our customers rate them as champions in performance."

Handling the PENN Reel line means handling a quality line of made-in-America reels, pre-sold by performance and angler acceptance. Like sporting goods dealers everywhere, you'll like the store traffic the PENN Reel line builds and the extra sales that result.



The Altenkirch tackle shop is one of the most complete and highly specialized tackle operations in the greater New York area. It is truly a family affair; Chuck Altenkirch, already an expert fisherman himself, shown at the right with his father, Mickey, represents the 3rd generation in the business.



PENN SENATOR

The popular PENN Senator—used in making nearly every big-game fishing record.

See your authorized PENN jobber about the 1960 PENN line.



PENN FISHING TACKLE MFG. CO.

3028 W. HUNTING PARK AVE. • PHILADELPHIA 32, PENNA.

FAST TURNOVER



boosts your chain profits!

Taylor Chain's consistent quality assures complete customer satisfaction—leads to the sale of other Taylor products. Dealers' and wholesalers' reorders and comments bear this out. National advertising . . . new packaging in polyethylene bags . . . Taylor's new Bulletin 59, a complete chain "sample" book . . . many other outstanding sales helps are additional factors that assure faster turnover. Switch to Taylor Chain the next time you reorder.

VISIT OUR BOOTH NO. 601



TM PROOF COIL—self-colored or hot-galvanized finish. Packed in rugged metal Tay-Pails.

TM EBB CHAIN—self-colored or hot-galvanized finish. Packed in rugged metal Tay-Pails.

TM MACHINE CHAIN—straight or twist link. Bright finish. Packed in distinctive cartons.



TM CHAIN SALESMAN holds an assortment of welded and weldless chain. Store tested. Creates effective mass display. Chain cutter included. Requires less than two square feet of floor area.

Taylor
Made
CHAIN SINCE 1873

See your jobber or write—
S. G. TAYLOR CHAIN CO., INC.
Hammond, Indiana

the part it has in stock and teletypes Memphis for shortages. The Memphis warehouse processes the order and ships to Jackson via truck the same day.

Little Rock, Shreveport and Fort Smith are on a post-billing operation.

After invoicing, the detail cards are sorted by salesmen within the department and summarized for sales analysis. Then the cards are sorted by catalog number and passed once again through the Ramac 305, with the following updating operations taking place:

1. Up-dating of Memphis and Jackson inventories.

2. Up-dating of Memphis sales.

3. Checking of minimum balance. If on-hand inventory goes to minimum or below (30 or 15 days, in most cases), the machine punches a below-minimum notice card which serves as a re-order notice to the buyer for this item.

The Ramac is used for the purchase order application in much the same way it is used for processing warehouse shipping orders. Upon notification from the buyers as to what is to be ordered, cards are punched and processed through the Ramac and purchase orders are written on the accounting machine. On-order quantities contained in Ramac memory are up-dated automatically for each item on the purchase order.

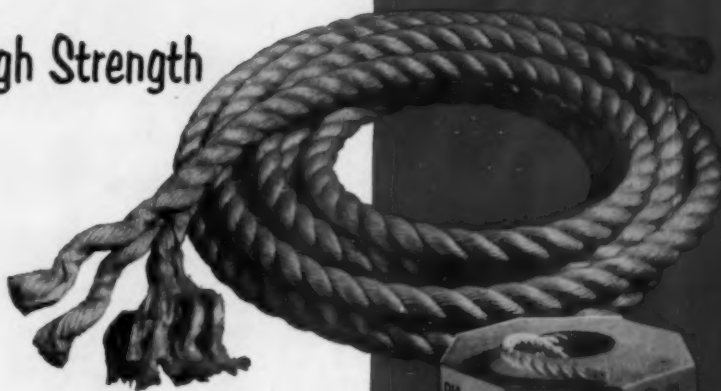
On-order cards are put in a suspense file pending receipt of the goods in the warehouse. When an item is received, the corresponding purchase order card is removed from the suspense file, coded as a receipt and reprocessed through Ramac. This deducts from the quantity on order and adds to the inventory on hand for that item.

At month's end, the Ramac system is used to process salesmen's commissions, overhead reports, departmental reports and on-hand inventory evaluation. This is done for the Memphis warehouse and all branches.

Inventory control - a vital problem in most industries - is perhaps nowhere more challenging than in a large wholesale hardware house such as Orgill. Orgill, because of Ramac, now has its fast-moving inventory right under its thumb.

Because of the punch card account, Orgill is able to reduce inventory, can keep right quantities on hand and eliminate items that don't move. At inventory time, a listing is made of all "dead" items—items that haven't had a trans-

Now! Low Cost and High Strength
in ONE NEW Rope...



COLUMBIAN
Pipes aboard the NEW

Yacht Sisal

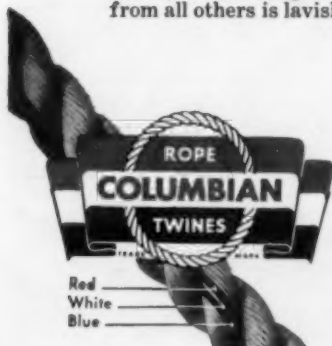
COLUMBIAN proudly presents the newest member of its crew of fine ropes, the COLUMBIAN YACHT SISAL.

Light, handsome and easy to handle, the new YACHT SISAL is a full 20 percent stronger than any previous sisal rope and costs far less than many brands of Manila with similar breaking strengths.

COLUMBIAN rope experts developed a new construction for sisal rope and new lubricants as well. Combined, these two new exclusive COLUMBIAN features are responsible for the new, high breaking strength of YACHT SISAL.

Now, YACHT SISAL "on the average is as strong as Federal Specification TR-605 for Manila." However, COLUMBIAN Tape-Marked Pure Manila Rope exceeds substantially these strength figures.

Only COLUMBIAN can offer you YACHT SISAL and back it 100% by the COLUMBIAN reputation for the finest in all types of cordage. And, the same fibre-deep chemical treatment for water, rot and fungi that has distinguished COLUMBIAN ropes from all others is lavished on YACHT SISAL as well.



COLUMBIAN Rope Company

Auburn, "The Cordage City," N. Y.



Available in Water-Ski
Tow Ropes, Tool



The remarkable characteristics of YACHT SISAL that allow it to use as a replacement for Manila in many applications, make it a premium, low cost, workable rope as well. As the COLUMBIAN Manila and Polypropylene, YACHT SISAL workable tow ropes come in a remarkable Polypropylene bag, complete with plastic float and hand-cord tow bar. Minimum order—quantity of 10 ropes.

NOW! THE WORLD'S STRONGEST ADHESIVE!

DURO

TWO EASY TO USE TUBES **\$1**

NEW E-POX-E GLUE

**NON-TOXIC
TRANSPARENT
WATERPROOF
NON SHRINKING**

Mends Damaged Furniture

Repairs Hand Tools, Broken Castings

Fixes Broken Toys

BONDS
IRON, STEEL
BRASS, COPPER
BRONZE, POTTERY
FIBERGLASS
MASONRY, CHINA
ALUMINUM, WOOD
PORCELAIN, GLASS
CERAMICS, most PLASTICS
TO ITSELF
OR TO EACH OTHER
**ONE DROP
HOLDS TONS**

Seals Leaks in Tanks and Pipes

Mends Broken China and Pottery

Mounts Fittings on Boats

**ADVERTISED IN
LIFE**

Jet Planes are Glued Together with Epoxy Resins

Made with Famous Epoxy resins you've read about in **READER'S DIGEST** and **LIFE**

THERE'S ONLY ONE BRAND TO BUY...

when it comes to epoxy glues . . . and that's the **DURO-PLASTIC** brand. Our new **E-POX-E GLUE** joins the ranks of the nation's fastest selling fix-it line . . . **DURO-PLASTIC ALUMINUM, PLASTIC RUBBER, PLASTIC MENDER, Liquid STEEL, PLASTIC PORCELAIN REPAIR, handy-patch, RUST REMOVER** and **CHEMSTEEL**. **E-POX-E GLUE** gives you the world's strongest adhesive in two easy to use ½ oz. tubes.

Order **E-POX-E GLUE (EPX-1)**
from your **DURO-PLASTIC** distributor

THE WOODHILL CHEMICAL CO.
1390 E. 34th STREET • CLEVELAND 14, OHIO
In Canada: 840 Montee De Liesse, Montreal 9, Quebec

"The Nation's Only Mother-in-Law Approved Line"



action during the year.

Orgill also extends its inventory through Ramac for net inventory, gross inventory and depreciative inventory.

With Ramac, Orgill has drastically reduced the "outs." All sales on all items are reported to the department buyer at least once a month. Some items are reported on twice a month.

Ramac offers a number of other advantages in the Orgill operation.

Through the convenience of Ramac, price changes now can be made immediately.

When salesmen's contests are held, Orgill holds on to the contest cards and with Ramac's help can quickly determine what each salesman sold on the contest item, how much bonus is involved, etc.

The system is used to run a listing of accounts at least once a year. This shows year-to-date sales and the previous year's sales. It gives prompt facts on whether an account is buying more or less from Orgill.

On all toy and opening order shipments, Orgill sends a packing slip which is a duplicate of the shipping ticket. Each item is identified as to what carton that particular item is packed in. This is helpful to the dealer with a large order. Upon the dealer's request, Orgill will send along a deck of IBM cards which can be used to identify shelf items. This is excellent for new stores, since the dealer can pin the IBM cards to shelves for identifying the items.

How about service on Ramac?

"Ramac has given us very little trouble," Wisley declares. "We have gone as long as two months without touching the machine for repair. Service by IBM is real good. IBM will fly in parts or service personnel on high priority, when they are not available locally. It's good to know such service is always available, because trouble with such a system can be bad when the system is depended upon to such a great extent in a company's day-to-day operation, such as our own."

Supervising the Ramac operation under Wisley is Bob Wade. Wisley and Wade train all personnel in Ramac operation. Orgill trained its personnel from the start, never has had to go out and hire trained personnel. If a trained worker leaves the company, the replacement is trained by Orgill.

Orgill's Ramac system is an IBM lease operation. And it's a smooth running one, from top to bottom.

YOU Must Sell

**The HI-MOL
GUARANTEED
SALES
PACKAGE**

**or Your
MONEY BACK!**

YOU GET High-profit, High-turnover Stock
of HI-MOL Plastic Pipe • Free 25-YEAR
GUARANTEE CERTIFICATES • Free Floor
Display • Free Store Banner • Free Win-
dow Decal • Free Descriptive Folders

YOU'LL SELL IN 90 DAYS OR YOU SEND IT BACK!

**CARLON PRODUCTS
CORPORATION**

Box 133, Aurora, Ohio



HERE'S HOW

SH-4

Carlton Products Corp., Box 133, Aurora, Ohio

Please send me complete details about Carlton's Guar-
anteed HI-MOL Sales Plan.

Name

Company

Address

City State

What Dealers Want

(Continued from page 65)

would equal in attractiveness and price those continually offered by the large chains with buying power," said one dealer. "Why can't the jobbers act like purchasing departments for the retailers they wish to serve? Why can't they give us what we need, instead of only those things on which they can make their 20%?"

Aside from specially priced merchandise for periodical sales, the following sales and promotional help is most in demand by

Southern dealers:

1. Stock what the public wants.
2. Up to date information from salesmen on promotions.
3. Cooperative advertising.
4. Store and fixture planning help.
5. Faster delivery on seasonal items.
6. Packaging for display.
7. Advertising mats.
8. Store and window display materials.
9. Product demonstrations and sales meetings for store personnel.

Hardware retailers down South

certainly are not promotionally "dead." The market study made that fact crystal clear. Dealers recognize the serious need for help in this phase of their business operation. And they welcome almost any effort that is made in their behalf.

But retailers need realistic aid—programs and materials that can be easily adapted to their businesses and put into use at small cost. Above all, they need the kind of promotional help that will permit them to compete effectively with those outlets which are eating into their volume through the selling of many hardware products at promotional prices.

In brief, retailers want the opportunity to buy products that can be priced and sold in the same way. It's a challenge for the distributor, but the survival of many dealers—particularly the small ones—may depend upon what efforts wholesalers make to meet this most compelling need of their customers.

Our Sales Aid Program Works

(Continued from page 69)

play value per square foot of floor space and with a very high regard for economy.

Our store layout plans emphasize departmentalization. Departments are so arranged that they stand out, can be easily identified and make the finding of the desired item easy. Color is widely and strongly used in the identification of departments. Much can be done with lighting to add to the attractiveness and efficiency of a store.

The location of merchandise on the gondolas and wall fixtures is of tremendous importance in professional merchandising.

A basic principle in our plan is that each single item must have a "home," an established place where it will always be found and a place designed to accommodate the maximum required for display purposes. Every effort is made to arrange it so that it will offer the maximum appeal to both men and women.

The fastest selling items are placed where they catch the eye first and we strongly advocate the arrangement of a line of items to be displayed vertically rather than horizontally.

We feel that the professional

NOW! You Can Sell High Wheel Mowers With JACOBSEN QUALITY



Ram 24SP
Power Propelled
24 inch cut.

The New Ram by JACOBSEN Made in Dixie for Dixie Dealers

Experts from our Brookhaven, Mississippi plant have carefully surveyed the South to determine the kind of mower your customers need most.

The answer is our new Ram series of High Wheel Rotary Mowers, tailored to your market, with Jacobsen experience and quality built in.

Jacobsen reputation helps you sell more, Jacobsen design keeps customers happy.

- 22 inch and 24 inch push type models.
- 24 inch power propelled model.
- Jacobsen industrial Hi-Torque engines made exclusively for the mowers.
- Straight belt drive to cutter.
- Cutter can be disengaged for starting and transport on Ram 24 and 24SP models.
- Low center of gravity.

Send for brochure.

Feature for feature—the finest!



Jacobsen

MANUFACTURING COMPANY

General Offices, Dept. SH4 • Racine, Wisconsin

Factory at Brookhaven, Mississippi

**"I want
some of
these..."**



... the very first words as your customer walks in looking for any conceivable type of bolt, nut or screw. There are probably more types, sizes, shapes and finishes in bolts, nuts and screws than in any other line you carry.

... and your customer expects you to have just exactly what he has in his hand because he knows yours is the place to find it.

... and Screw and Bolt is the line you can

turn to. You know that's where YOU can find it. It's America's most complete line of bolts, nuts and screws. There's no reason for you to carry any other line. More and more distributors are switching to the Screw and Bolt line.

Mark the "Screw and Bolt" line in your *want book* today... satisfy your customer when he says "I want some of these..."

SCREW AND BOLT CORPORATION OF AMERICA

Formerly Pittsburgh Screw and Bolt Corporation

• P. O. Box 1708

Pittsburgh 30, Pennsylvania

DIVISIONS: Pittsburgh • Gary • Southington Hardware • American Equipment

AMERICA'S MOST COMPLETE LINE OF INDUSTRIAL FASTENERS

Dealer's Choice!



CORTLAND BRONZE

Attractive, rust-resistant, copper-alloy screening. Choice of Bright or Antique finish.



CORTLAND GRAY-WICK

Durable, galvanized screening made from high quality, electric furnace steel. Attractive, light-gray finish.



CORTLAND ALUMINUM

Top-quality, rust- and stain-proof screening made from the finest clad aluminum wire. Tough, durable and light.



INSECT WIRE SCREENING

You'll make profitable sales, whichever one of the Cortland Insect Wire Screenings you carry. But you can make even greater sales by stocking all three of them, because you can offer your customers a screening to fit every budget, every job requirement.

Customers like Cortland Screenings because they lie flat when unrolled, and have extra strength along the vital tacking edge, thanks to the

Multi-Strand Edge. They are easy to cut, handle and install, too.

Dealers know that it pays to offer customers all three Cortland Screenings. You'll find it will pay you, too. Your wholesaler can supply you with Cortland in 100 ft. rolls, 18 X 14 mesh. 18" to 48" wide.

WICKWIRE BROTHERS, INC.

CORTLAND, N. Y.

CAVERT & LIPSCOMB
NASHVILLE AND DALLAS

placing of merchandising on the fixtures is of so much importance that we have a highly trained crew for this purpose. They cut the glass and lay out the bins, they place all accessories and fixture hardware in place and then spot the merchandise in its future home. They also set up the specially designed bin tags furnished by us. These tags show maximum and minimum quantities and serve as an outstanding price tag. They greatly reduce the problems of buying and are a vital factor in inventory control.

Summarizing, our program starts when the retailer makes application for our help.

We then go through the processes of store layout, fixture selection, color and lighting layouts, departmental layouts, stock selection, binning and fixture hardware determination, setting up of bin and price tags and placing of the merchandise in the "home" that has been provided for it.

We work with the retailer in training his employees in display and sales techniques. The program is climaxed with a grand opening, a grand opening sale with equipment furnished by us if a sale is desired by the retailer.

This is followed up with an offering of three seasonal sales with broadsides per year, a complete Christmas gift broadside, an item of the month, and an ad mat service. Our program is followed by periodic visits of our merchandising and sales managers for the purpose of consultation and advice and includes regular mailings of sales guidance materials.

Again I say we make no claim of being philanthropic in this activity. We do furnish all services without charge to our retailers except where he sees fit to use our professional merchandisers to set up his merchandise within his store. Of course we charge for the broadsides and for the ad mat service.

A dealer must qualify for this program and, of course, we expect to be repaid by an increased sales volume which we feel he is obligated to direct toward us.

It has been rumored that we participate financially in these store modernizations. I can best answer this by making the flat statement that this company does not have one dollar invested in any retail operation anywhere. We do not extend any credit in this program beyond our normal

The Choice of More and More Dealers Every Year

Exclusive design features . . .
wider selection of models
... greater dollar volume
and profit from each
unit sold—These are
some of the key reasons
why UMC
Bonus-Quality Alu-
minum and Royalite
Tackle and Spin Boxes are
featured by more and more Sporting Goods
dealers each year! Why not make 1960 your year to
swing to the UMC line. You and your customers
will be glad you did!



New 1000 Series Hip Roof Models

4 Hip Roof Boxes are featured in the 1960 UMC line—two in Aluminum and two in Saltwater-proof Royalite. All feature 7 full-length cantilever trays with luv-guard liners, large storage area for tackle and gear, two positive action safety locks, full length Shur-Seal leakproof case seam. Models 1000 Aluminum and 1000R Royalite are combination tackle and spin boxes with 53 lure compartments—31 for spin lures and 22 for larger plugs. Models 1000S and 1000RS are spin boxes with 70 lure compartments. Aluminum Models retail at \$24.95. Royalite Models \$29.95.

MODEL 204R ROYALITE TACKLE BOX

A Big, Rugged Saltwater-proof Royalite Tackle Box with 3 cantilever trays—29 lure compartments, 2 extra reel clips inside cover, copper anodized aluminum exterior hardware. Retail \$17.95. Aluminum Model 204 (same except for aluminum case) Retail \$14.95.



New Model 802 Tackle Box

Popular priced aluminum tackle box with 2 full length cantilever trays, 10 regular and 1 jumbo lure compartment. Retail \$8.95. Model 802R (same except for Saltwater-proof Royalite case). Retail \$9.95.

Write for complete catalog

UMCO CORPORATION
Spring Park, Minnesota

America's Most Complete
Tackle Box Line



38 MODELS
TO CHOOSE
FROM



Model P-9 Pocket Box

A fast selling pocket tackle box with 2 sets of lure compartments—12 in all—for Rys, spin lures, plugs, etc. Each side independently covered, complete with lock. Tapered rounded ends for easy insertion in pocket. Retail \$2.95.

Are you stocking **RIGID** Hex Wrenches?



Six Sizes with Maximum Jaw Openings of 1 1/8", 1 1/2", 1 3/4", 2 1/2", 3 1/2" and 4 1/2" across flats.

Simple Display Quickly Proves Customer Need
for easy home, equipment and toy repairs!
Finest of All Adjustable Smooth-Jaw Wrenches

MORE GRIPPING POWER...

for all nuts. Puts a wrap-around grip on hexes that just won't slip. Because you're pulling with at least three flat sides at once, you'll never round off shoulders. Works on square nuts, valve packing nuts, unions and gas cocks and flat shapes, too. Smooth jaws won't even mar polished or plated surfaces.



RIGID No. E-110 Offset Hex Wrench

Big Jaw, Short Handle for Sink and Tub Drain Nuts

Maximum Jaw Opening—2 1/2" across flats.

RUGGED CONSTRUCTION...

built good and solid. Thin but extra-strong jaws slip into tight places. The first time your customers pick up a RIGID hex wrench they'll know that here's a wrench they'll use for a long, long time. It's every bit as rugged as the familiar RIGID Pipe Wrench.



RIGID No. E-11 End Hex Wrench

Offset Jaw for Easy Work in Tight Places

Maximum Jaw Opening—1 1/2" across flats.

Order your stock of these new RIGID Hex Wrenches. New jaw design draws customer attention for easy sales. Call your Wholesaler today!

RIGID

The Rigid Tool Company • Dayton, Ohio, U.S.A.



Our most successful dealers are **TWO-BAR MEN**



While one Atlas Tack and Nail Bar sells on the counter, the other is "out back" . . . always ready for action

It's the smart, efficient, *profitable* way to keep stock moving! Use one No. A-200 Atlas Tack and Nail Bar as a counter salesman (takes only 1 ft. of counter space, holds 200 boxes). Have a second fully stocked in the back room.

As stock of the counter bar becomes depleted, simply *remove the rack for re-stocking and replace it with the full bar*. In this way you have one bar selling at all times. The other represents your inventory . . . can be filled at leisure.

Dealers who use this method are enthusiastic about its success. They turn stock at least 5 to 7 times a year — *make more money*.

This is only one of many ways in which dealers benefit with Atlas — the best known, best packaged and best merchandised line of tacks, nails, staples and similar fast moving household items.

Atlas

**TACK
CORP.**

FAIRHAVEN, MASS. • HENDERSON, KY.



practices of what we consider sound credit principles.

We feel that our program has been gratifyingly successful in these early stages—to our retailers and to us. Some retailers have benefitted outstandingly, some more than others because of particular local circumstances or because of the amount of conscientious effort they have put into carrying out the program.

We get very deep satisfaction in knowing that we have made a big effort to help our retailers. We do conscientiously feel that we have equipped ourselves, have gained the know-how and have acquired the facilities to help our retail friends whom we felt needed help. We have many fine letters of appreciation—letters that tell us of impressive actual results, from many of the retailers who have asked for and qualified for our services.

Better Public Relations Needed

(Continued from page 72)

ports, hold periodic stockholder meetings and welcome stockholders to our office at any time. This is important, since the stockholder should feel, and rightly so, that he is an integral part of our company.

As for our employees, we consider them as certainly one of the most important parts of our business. A firm is actually no stronger than its employees.

Every new employee beginning work with us is given a booklet, "Your future at Oklahoma Hardware." It simply explains many questions that he may have concerning the operations of our company, and is a welcome to become part of our business family.

We have had many requests from other wholesale hardware companies asking for the loan of this booklet and permission to use ideas from it. Naturally, we are always happy to send it to them and help them in any way we can.

These are perhaps only a few of the areas that may have existing problems in which a better job can be done. Certainly there is a big job to be done throughout our industry and the best way to tackle that job is for wholesalers to join in a collective effort to tell their story.



Compare
SWING-A-WAY
with the rest,
see for yourself
which
VALUE'S BEST!



COMPARE quality • For features, for dedicated craftsmanship, for everything that makes a product good — Swing-A-Way stands out from all the other brands. And, to top it all, Swing-A-Way has been rated first in quality and value by America's foremost independent testing laboratory. **COMPARE style** • One glance tells you that the Swing-A-Way line looks good. You'll notice immediately the pleasing rightness of form in every product. Every part is engineered and designed to work perfectly with every other part, and everything (even the styling) serves a useful purpose. Swing-A-Way's fresh style assures sales success. **COMPARE price** • Swing-A-Way with its fresh beauty and fine workmanship is the worthwhile product that costs less. Check and you'll find Swing-A-Way prices are substantially lower than comparable models of the other brands. Sales prove... Swing-A-Way is the smartest buy! **COMPARE guarantee** • Swing-A-Way builds-in the kind of quality and performance that makes it First in its field, and First in ratings by America's foremost testing laboratory and publisher. As proof of our confidence, Swing-A-Way products* are backed by a specific 5-YEAR *free service* GUARANTEE! Among the leading brands, Swing-A-Way has the **ONLY 5-YEAR** guarantee you can get! Swing-A-Way Manufacturing Company, 4100 Beck Ave., St. Louis 16, Mo. In Canada: Fox Agencies, Port Credit, Ont.

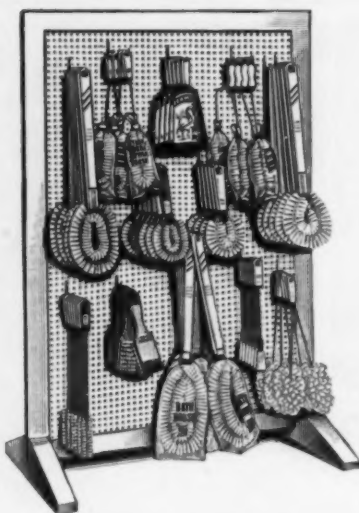
You can sell more, make more with

SWING-A-WAY

WRIGHT-BERNET *means* BRUSHES

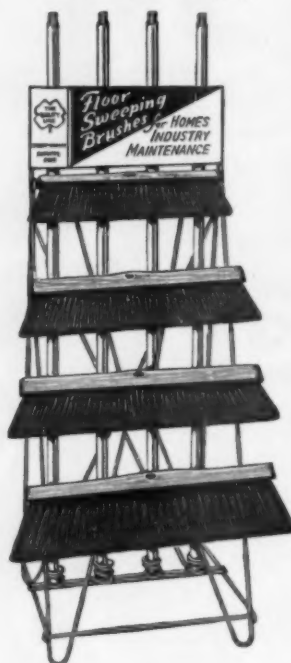


For every cleaning need!
It's the *RIGHT* brush if
it's a *WRIGHT-BERNET* brush.

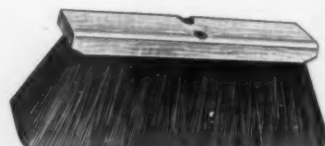


No. 1750 PROFIT-PAK
Household Brush Display

No. 24 PROFIT-PAK
Floor Brush Display



You can be sure of a
Profit-Packed turnover
with the PROFIT-PAK displays



WRIGHT-BERNET, INC.
1524 Bender Ave., HAMILTON, OHIO

DON'T FORGET —

If it's Brushes! — "Wright-Bernet"

A50 SERIES COUNTER DISPLAY
measures just 27" high, 27"
wide... promotes over 11 dif-
ferent items. Sturdy metal con-
struction. Stands on counter,
hangs on pegboard, or swings
out from wall.

A30 SERIES FLOOR DISPLAY
shows off practically every paint
sundry you sell, but uses only
24" x 30" of floor space. Big
2-sided pegboard, generous
bottom shelf. Sturdy metal
construction.



How to get a little richer ... in about 30 days!

Immediately, you can start enjoying the *fastest* turn-
over in painters' tool history — if you act now. Because
painters' tools never had it so good... and here are the
two NEW reasons why:

- 1—Now, ALL popular Red Devil painters' tools are
attractively *carded*... vacuum-packed in trans-
parent plastic... PRE-PRICED to save you trouble.
- 2—Now, Red Devil offers three new money-making
displays — one for the floor, two for the counter.
Each one is a complete, compact, self-contained
"Painters' Tool Department" and each one is FREE
with purchase of tools. Take your choice of 24 best-
selling tool assortments... pick the one that suits
your trade best!

You'll *Speed Up Turnover*, because *additional* items will
move with every sale — when you show everything off
together. *Dragon-Skin*, painters' cutlery, wood scrapers,
glass cutters, linoleum knives, etc. You get Red Devil's
full 40% profit on all items!

A40 SERIES 2-Way Revolving Display



Free with *single* lines of carded
Red Devil Tools! Stands on
counter or hangs on pegboard...
sells a whole range of carded
items. Just 28" high. Sturdy metal
construction... completely pre-
assembled.

HERE'S YOUR CHANCE to treat yourself to faster, more
profitable turnover... plus easier inventory and space
savings! Clip and mail this coupon *now* for detailed cata-
log pages, plus the name of your nearest stocking jobber.

Send for free illustrated price sheet on whole line.

Red Devil Tools. Dept. 5H-4, Union, N. J., U.S.A.

Sure... I'd like to get a little richer, and soon!
Please rush me full details.

Name

Store Name

Address

City State

My Regular Jobber Is



World's Largest Manufacturer of
Painters' and Glaziers' Tools — Since 1872

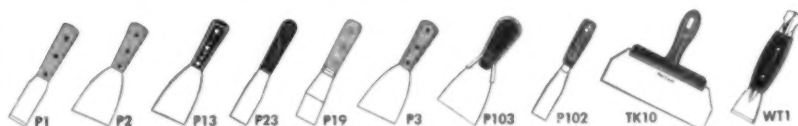
Red Devil Tools.

UNION, N. J., U.S.A.

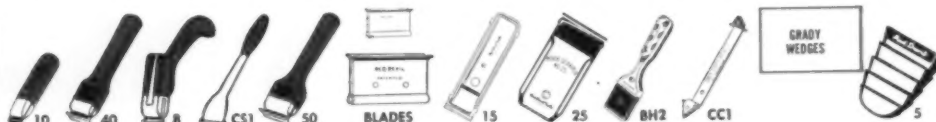
GLASS
CUTTERS



PUTTY KNIVES
& WALL
SCRAPERS



WOOD
SCRAPERS



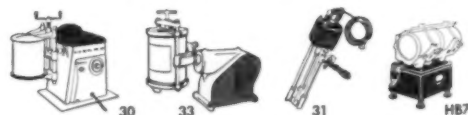
GLAZIERS
TOOLS



OTHER
PRODUCTS



PAINT
CONDITIONERS



FLOOR
CONDITIONERS



Only Red Devil

brings you **FULL PROFIT*** on all these lines!

*Full profit from a full 40% dealer discount on all hand tools, multiplied by *maximum sales volume*—from selling a line that's made right, priced right, displayed and packaged right...

and known to *all* your customers (professionals, handymen, hobbyists, and millions of home owners) through long use and years of hard-hitting national advertising.

Chances are you sell some Red Devil product now. Why not ask your jobber salesmen about other full-profit Red Devil lines?

Red Devil Tools.

Union, N. J., U. S. A.

DEALER SALES AIDS

For more information on these sales aids use the free post card on page 95

Lure Selector Chart

A 14" x 22" wall chart is being made available to dealers by the Lou J. Eppinger Manufacturing Co., 1757 Puritan Ave., Detroit 3, Mich. The point-of-purchase aid illustrates the complete color, pattern range of the manufacturer's Dardevle lures, keyed to the dealer's price and data schedule.



The merchandising advantages of the Selector are in the saving of product display space and inviting customer participation. Selections made from the chart apply to available colors and patterns in all of Eppinger's nine basic sizes. For more information—

Write in No. Y1 on card, Pg. 95

Tool Merchandiser

The Satellite 200 Merchandiser for hand tools is announced by the P & C Tool Co., Box 5926, Portland 22, Ore. Capitalizing on the space age theme, the unit holds more than 200 of the company's tools.



It has nine vinyl-clad aluminum panels arranged into three 3-sided pylons, with each pylon turning easily on its axis. Display panels are anodized in red, yellow, and blue colors. Tool pegs are in color. The merchandiser is 33 inches in circumference, five feet high.

Each complete turnover of the Satellite 200 is said to give the retailer a profit of \$191.55. For more information—

Write in No. Y2 on card, Pg. 95

Pump Merchandisers

Simple point-of-sale display pieces for use on submersible and jet pump units have been produced especially



for National Water Systems Month promotion by the Rapidayton division of the Tait Manufacturing Co., Dayton 1, Ohio.

Made of heavy paper, and attractively printed in colors, the two pieces may be attached quickly and easily as is shown in the two illustrations at the extreme right of accompanying photograph. For more information—

Write in No. Y3 on card, Pg. 95

Water Toys Rack

Color is the keynote of the new display merchandiser announced by Polyco, Inc., Smyrna, Ga. Designed to display a selection of the most popular Polyco products, the metal



rack is virtually a complete department for water toys and accessories. It is topped by a distinctive metal sign.

The Polyco display rack is available with assortments of hollow molded plastisol floats, Aqua-Bells and Polyco kick boards and rafts

(Continued on page 134)

BILLINGS

MADE IN U.S.A.



NO. LMCS-5 MERCHANDISER
PEGBOARD WALL—COUNTER—FLOOR

Merchandisers

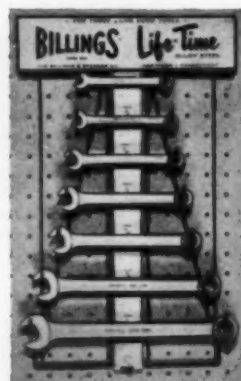
For Pegboard-Counter-Floor

FEATURING **Life-Time** ALLOY STEEL

THE LINE THAT HAS EVERYTHING!

Greater than ever, now with the new Wire Displays and Merchandisers hardware retailers are building new sales—profitable sales.

Billings Life-Time Engineers', Combination, 15° and 45° Box Wrenches and the popular Life-Time detachable sockets and parts are featured on rugged wire displays for pegboard. Colorful top panels are yellow and royal blue. Size of opening shown and space for retail selling price. Be sure to ask about the new Life-Time Socket Set Merchandiser for wall, counter or floor! Ask for No. LMCS-5.

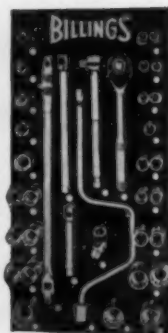


NO. L-4007

BUY 'EM FROM YOUR BILLINGS WHOLESALE



No. 1604

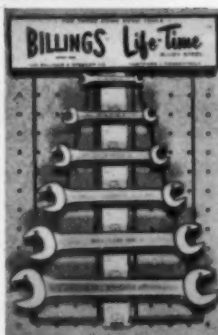


No. LS-75



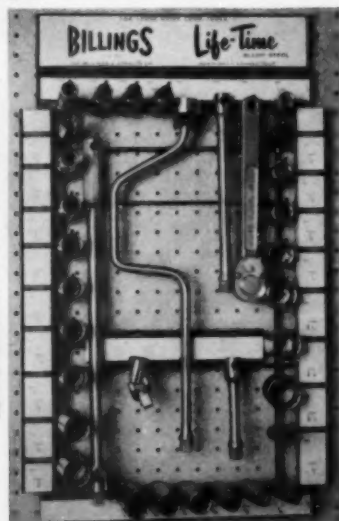
No. L-1006

It's sound business
Buy American
Quality First



NO. L-3006

NO. LS-9047



Life-Time WRENCHES SOCKETS & SETS

THE BILLINGS & SPENCER CO., HARTFORD 1, CONN.

BILLINGS



**PLYMOUTH
GOLDLINE
ROPE**

A type of Nylon. High tensile strength; high resistance to flexing, chafing, abrasion.



**PLYMOUTH
SHIP BRAND
MANILA
ROPE**

The standard of dependability and economy for general purpose use. Strong and long wearing.



**PLYMOUTH
WATER SKI ROPES**

All $\frac{1}{4}$ " diameter. 75-ft. long. 5" eye at outboard end. I Bar ropes have 12" wooden handles; II Bar ropes have two 7" handles.



**PLYMOUTH
NYLON
YACHT ROPE**

One of the strongest fiber ropes made. Excellent mooring and anchor line. Requires no preservative.

MAKE YOUR ROPE PROFITS BLOOM IN THE SPRING

...with Plymouth SEE-AND-SELL perennials like these

Whatever your location...whatever the needs of your customers...your distributor can supply the right combination of ropes that have the *eye appeal* that means *buy appeal* to give you plus spring sporting goods business* and plus profits with minimum inventory and minimum dollar investment.

*And pleasure boating business, too!



**PLYMOUTH
TILLER CABLE**

Excellent cutting and abrasion resistance; exceptional plastic adhesion to cable center. $\frac{3}{16}$ " dia., avg. strength - 1,000 lbs. Oil, gas, water, weather resistant.



**PLYMOUTH
DACRON
YACHT ROPE**

High tensile strength. Elasticity less than half that of Nylon, slightly more than Manila. Resists abrasion.



**PLYMOUTH
GOLDLINE
STARTER
ROPES**

3 feet, $\frac{3}{16}$ " dia., Goldline Starter Rope, cable lay; wound on smooth wood handle; packaged 12 ropes to display carton. 6 cartons (6 doz. ropes) to shipping carton. Weight 10 lbs.



Get in touch with your Plymouth Distributor right away!

For his name or for more information contact:

Plymouth Cordage Company, P.O. Box 10215, New Orleans, Louisiana VERNON 5-7243

PLYMOUTH CORDAGE COMPANY

Plymouth, Massachusetts • New Orleans, Louisiana

fashioned from durable poly foam.

All Polyco foam water toys are packaged in printed polyethylene bags with descriptive header tags. Other Polyco products are packaged or tagged for colorful display. For more information—

Write in No. Y4 on card, Pg. 95

Water System Display

A three-color window display card, 17" x 22", on the "Majorjet" Shallow Well Water System is made avail-

able for distributor and dealer use by The Deming Co., Salem, Ohio.

The poster features a Deming complete package "Majorjet" water system with galvanized tank, ready for installation. The theme of "Running Water When You Need It" is depicted by a faucet and plenty of running water down the side of the poster.

The poster is made of extra-heavy card stock suitable for window or interior display. For more information—

Write in No. Y5 on card, Pg. 95



Graphic Art Tools

The Griffin Manufacturing Co., 1656 Ridge Rd. East, Webster, N. Y., offers the #711 Display Board to merchandise its Grifhold line of tools for the graphic arts.

The 20" x 22" display board is made of masonite and is plastic bound. It is free with the purchase of the following kit: one #99 Mahlstick; one #113-A Stencil Kit; one #24-1 Knife Kit; three each of #9, #10, and #12 Pounce Wheels; six #24 Stencil Knives; four #113 Swivel Knives; two #131 Double End Lead Holders; two #53 Single End Lead Holders; two #134 Lead Markers; one #136 Double End Holder; two #44 Pin Vises; three #119 All Purpose Knives; two #123

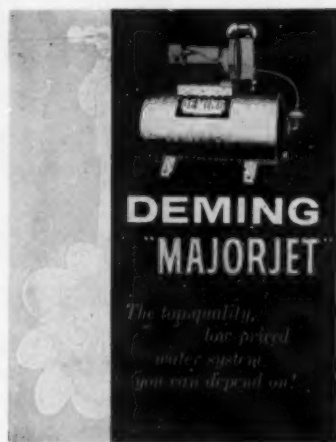
Husky Knives; one #108 Yardstick Compass; six #47 Crowquill Pen Holders; and three #49 Pen Holders.

Dealer cost is \$33.45; retail total is \$55.75; dealer profit, \$22.30. For more information—

Write in No. Y6 on card, Pg. 95

Hook Displays

The No. 72 Mustad Hook Display from Ideal Fishing Float Co., Inc., 2001 East Franklin St., Richmond, Va., features 72 colored, slide-top plastic boxes of Mustad Hooks, one



for bigger

RIGHT ON TARGET



For faster sales, easier profits, sell the Lyman line!

pattern and size per box. Choice is offered of any six sizes per display from a variety of patterns and sizes.

The slide-top box is said to be easily operable with one hand. Also locks securely when closed for added safety.



Refills: one dozen colored slide-top plastic boxes of any one size and pattern. Net weight per display is approximately three pounds. For more information—

Write in No. Y7 on card, Pg. 95

Wheels Merchandiser

A display rack for semi-pneumatic multi-purpose wheels is made available by RMC Industries, 3627 Southeastern Ave., Indianapolis 3, Ind. Topped by an attention-getting sign, the rack contains one each of the following: 10 x 1:75, 8 x 1:75, 7 x 1:50, and 6 x 1:50, semi-pneumatic tired disc wheels with ball bearings.

This particular display has wheels which are painted red, however, the wheels are furnished also in aluminum, yellow, and white. They are available supplied with oilite or nylon bearings, as well as the ball bearings, and are offered with several different



tread designs.

The wheels are used for do-it-yourself kits to make carts for around the home, replacement on lawn mowers, barbecue grills, and many other types of push carts which are used around the home and garden. They are made from prime steel and painted a heavy coat of baking enamel. For more information—

Write in No. Y6 on card, Pg. 95

Revolving Hardware Unit

A complete cabinet hardware department in less than one square foot



sales in sights and scopes!

... the broadest line of metallic sights:

the best receiver and front sights made—and the best-known of all. One or more combinations for just about every rifle—and any kind of shooting!

Sell these popular performers! Each one is alone in its class—backed by the Lyman quality tradition and the biggest promotion ever.

Cash in on the surplus rifle bonanza: Lyman has the front and rear sight for every surplus Springfield, Enfield, Mauser!



head sights



target front sights



folding leaf sights



shotgun sights



receiver sights



ramp and front sights

... quality scopes priced for fast sales:

All-American Scopes now in 2½ • 3 • 4 • 6 • 8 • 10 power—all remarkable values for the price: needle sharp and bright, rugged, fog-proof, and precisely adjustable. Made to last, engineered to stay trouble-free. And there's a set of sturdy, compact Tru-Lock® mounts for many popular rifles to make tie-in sales a breeze.

Get set for the varmint trade: All-American 8- and 10-power scopes with adjustable objective-lens focus sell on first sight!



All-American 4-power scope

All-American Tru-Lock® mounts

Send for new catalog

RELOADING EQUIPMENT • SIGHTS • SCOPES • SHOTGUN CHOKES

Lyman

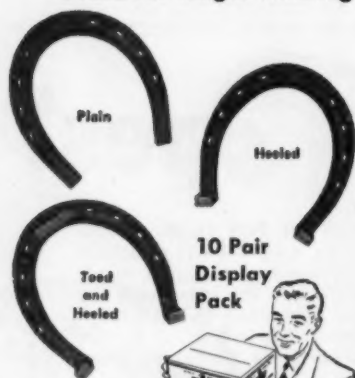
THE LYMAN GUN SIGHT CORP., MIDDLEFIELD, CONN.

A More Suitable Shoe!

THE NEW PHOENIX Cowboy (Bronco) Pattern

Features:

- LIGHTER WEIGHT
- LOWER HEEL AND TOE for surer footing
- NARROW CREASE assures firm clinch (of utmost importance!)
- Precision-made from the best quality CARBON STEEL for longer wearing



50#
CARTON

Write for catalog and additional information

PHOENIX MANUFACTURING COMPANY

"DIVISION—UNION TANK CAR COMPANY"

Joliet, Illinois

World's Largest
Manufacturer
of Horse, Mule
and Racing Shoes

Founded 1882

PHOENIX



of counter space is made possible with the No. 2560 Revolving Unit introduced by Amerock Corp., Rockford, Ill.

The display can be used in store windows, on top of merchandisers, mounted on peg board, walls or posts, and on counters or islands. The revolving unit accommodates eight Picture Frame Displays. Dealers can accept Amerock's standard choice of displays or can make their own selection from 22 different Picture Frame Displays which are available.

With each No. 2560-EH Revolving Display is packed extra hardware for resale having a retail value of \$73.90. For all of this, plus the display, dealer pays only \$48.90. For more information—

Write in No. Y9 on card, Pg. 95

PRINTED HELPS

and other sales aids

G. N. Coughlan Co., 29 Spring St., West Orange, N. J., has a cooperative advertising arrangement wherein the manufacturer pays 50% of a dealer's cost (up to \$5.00 as manufacturer's maximum share of each ad) on any ad placed by a dealer on any of manufacturer's line of household chemicals. For cash refund of manufacturer's share of each ad cost, the dealer sends tear sheet and invoice from the newspaper to manufacturer within 30 days after insertion. Mats are furnished free upon request. Also available are counter cards and window streamers. For more information—

Write in No. Y10 on card, Pg. 95

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full-color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. An aluminum floor display rack which holds a full 2-dozen assortment of the company's various products and which features an enameled red, white, and blue double faced sign is also available. For more information—

Write in No. Y11 on card, Pg. 95

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for 3/16" dia. up to and including 3/4" dia. sizes both Manila and sisal rope, (2) Fittler measured

TEHR-GREEZE FABRIC CEMENT

In Handy Self-Dispensing
Plastic Squeeze Bottle

Same high quality patching cement in a handy plastic squeeze bottle that eliminates messy paddies, brushes and waste. For the instant repair of tarpaulins, binder canvases, canvases, leather material or any item it can penetrate. Thousands of uses. Sold by leading jobbers and dealers everywhere. Comes in 2 oz., 6 oz., and 16 oz. plastic bottles. Larger sizes packed in glass containers. Write for free sample, prices and literature.

Comes in attractive 3-color counter display carton. (12 to a package)



VAL-A COMPANY

700 W. ROOT ST.

CHICAGO 9, ILL.

BUY BIG ORANGE AND
YOU BUY THE BEST

Shackle Chain HOOKS

Every Hook marked with blue to identify for use on "HIGH TEST" Chain



GRAB HOOKS

Available for Chain
Sizes 1/4"
5/16", 3/8",
7/16", 1/2",
5/8"

EXTRA STRONG

Even the pin is made of hi-strength steel and heat-treated.

SAVES TIME

Can be attached anywhere on the job. Only a pair of pliers needed.



SLIP HOOKS

Available for Chain
Sizes 1/4",
5/16", 3/8",
7/16" and 1/2"

Every Hook plastic coated for clean handling
Small Factory Packs Available

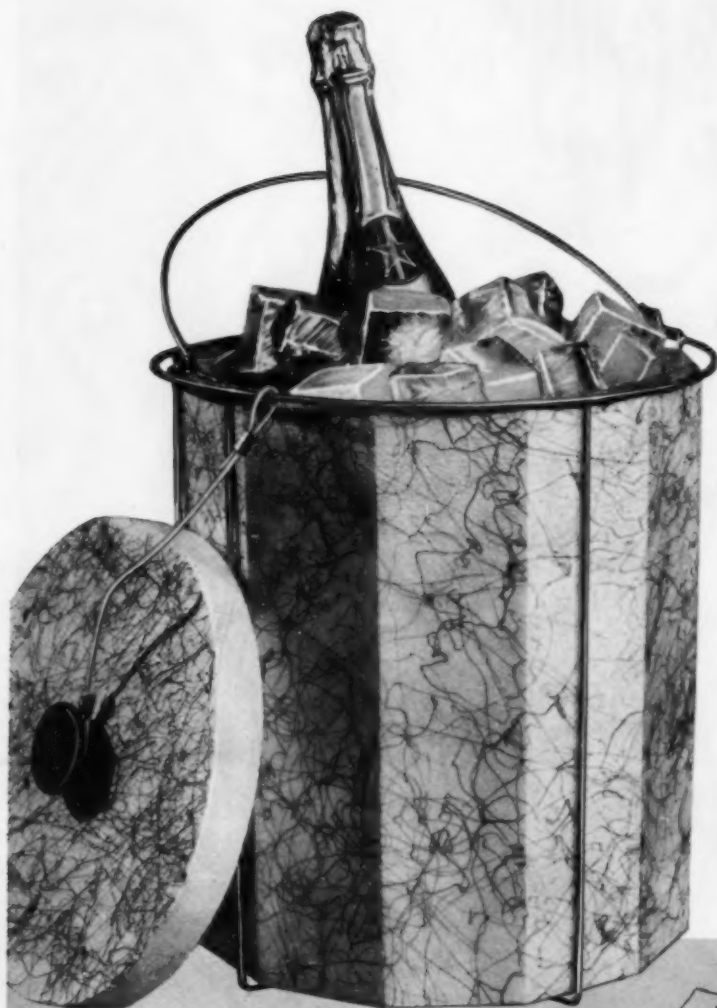
Order from your Distributor or Write

MIDLAND INDUSTRIES, INC.

Cedar Rapids, Iowa



THE Champagne OF MINNOW BUCKETS



Order No. 349. Packed
four to a shipping carton.
Specify colors.

KEEPS MINNOWS LIVELIER, LONGER

This 10 qt. insulating, unsinkable bucket keeps minnows alive and lively for days. Its one-inch thick Dylite construction (expanded polystyrene) will not rust, rot, chip, peel, leak, collapse or waterlog. It is 12-sided for added strength and durability, and each of its 12 points are reinforced with additional thickness. Minnows thrive in the Ideal Minnow Bucket . . . your sales can thrive with it.

WONDERFUL AS AN ICE BUCKET TOO!

The Ideal bucket will keep ice cubes frosty for hours . . . keep ice all day. It can be used to keep hot food hot or cold food cold. Will hold eight bottles or two six-packs of cans, with ice, and with top on. Easily washable; will not retain odors. Cover is recessed to fit flush with top of bucket. A poly loop is attached to the side of the bucket and looped around the knob to prevent loss. Ideal's exclusive spray paint coating gives added protection, yet permits bucket to "breathe." Available in four beautiful marbelized colors . . . red, blue, green, and yellow. The frame is made of plated steel, highly resistant to rust or corrosion. Bucket weighs less than two pounds, frame included. String tag gives complete consumer information.



NO. MB 5-WAY FLOAT AND MINNOW BUCKET DEAL

(Bucket is free)
CONTENTS:

- 3 doz. 1" Floats
- 4 doz. 1 1/4" Floats
- 3 doz. 1 1/2" Floats
- 1 doz. 1 3/4" Floats
- 1 doz. 2" Floats

1 Gross assorted Floats and Minnow Bucket.
Packed 4 deals to a master carton.
Min. order 4 deals. Net weight per deal 5 lbs.



NO. MBI IMPERIAL FLOAT AND MINNOW BUCKET DEAL

(Bucket is free)
CONTENTS:

- 3 doz. 1" Floats
- 4 doz. 1 1/4" Floats
- 3 doz. 1 1/2" Floats
- 1 doz. 1 3/4" Floats
- 1 doz. 2" Floats

1 Gross assorted Floats and Minnow Bucket.
Packed 4 deals to a master carton.
Min. order 24 deals. Net weight per deal 5 lbs.

BONUS SAFETY FEATURES

The Ideal Minnow Bucket, even when full of water, will float a man weighing approximately 200 lbs.

The top alone will float a child of about 40 lbs.



IDEAL FISHING FLOAT COMPANY, INC. • 2001 E. Franklin Street, Richmond, Virginia

Dallas Warehouse: 301 North Market, Dallas 2, Texas . . . San Francisco Warehouse: 605 Third St., San Francisco, California

World's Largest Manufacturer of Fishing Floats, Furnished Lines and Sinks.

To order, or for more information, write:

INLAID Shears WISS Scissors

No. 773 1/2 Embroidery Scissors

No. 573 1/4 Cuticle Scissors

WISS... Biggest name in

Sold only through the best wholesalers in the business

J. WISS & SONS CO., NEWARK 7, N. J.

World's Largest Manufacturer of Shears, Scissors, Pinking Shears, Skalloping Shears, Metal Cutting Snips and Garden Shears

Only Wiss gives you your choice of 8 complete displays built to your specifications!

There's a whole new area of profit for you in Wiss shears and scissors. And to help *you* sell, Wiss offers the most complete line of displays to meet your specific needs. Remember, Wiss is the best-known name, the most accepted line of shears

and scissors available. Women prefer Wiss 3 to 1!

You're ahead from the start when you stock and display Wiss. Why not start now? Send for folder showing new displays or get 20" by 16" panel free! Use coupon below!

Here are 9 better ways Wiss helps you sell more shears and scissors!

- 1 A complete line with a size, type, and style to meet every need.
- 2 More consumer advertising than all other brands combined.
- 3 Award-winning packaging design to catch the eye . . . start the sale.
- 4 Exclusives . . . first with pinking shears, first with skalloping shears.
- 5 A complete merchandising program.
- 6 More quality features . . . inlaid blades, hot-drop forging, extra strength at stress points, *uniform* quality.
- 7 Greatest consumer acceptance of *any* line.
- 8 Wiss shears and scissors maintain their value, you always make a full profit.
- 9 A wide variety of the most advanced displays.



No. 663 1/2 Nail and
Pedicure Scissors



No. 815 Sewing
Scissors



No. 127 Dressmaker's
Shears



No. CC-7 Pinking
Shears



No. 138 Household
Shears

the business!

J. WISS & SONS CO., DEPT. SM.,
33 Littleton Avenue, Newark 7, N. J.

FREE! ☐ I handle the Wiss line. Send me the HD204 counter or wall display with space for 11 popular numbers!
☐ Send me your folder showing 8 new Wiss Displays!

Name

Address

City State

Wholesaler

THINK AND YOU'LL HANDLE LINK...



1

REDDY - FIT EYES take only a fraction of the time to fit the tool as compared to the old style, over-sized eye—a big sales advantage to you and your customers.

2

ACCURATELY GRADED and CLEARLY LABELED, handles individually identified as to name, pattern number and weight tool they will fit. It's easy to order the handle you want and get what you order.

3

WALL CHARTS guarantee easy tool fit, assure fast turnover and more profits for you. Full size reproduction of eye end of handles, so tool can be compared for perfect fit. Can be placed on wall in a prominent location. Helps customers sell and serve themselves.

4

PROVEN SALES and MERCHANDISING PROGRAM — factual, comprehensive sales literature packed with handles — ready for your immediate use.

Write today for your free copy of "A Handle Program for the Hardware Retailer," sample handle, Catalog A and Wall Chart. Wholesalers, please request "A Handle Program for the Hardware Jobber" and/or "A Handle Program for the Industrial Distributor."

O.P. LINK

HANDLE COMPANY
Manufacturers of
America's Finest Handles
SALEM, INDIANA

Sales Representatives: Price Horton Company
Walton Bldg., P. O. Box 125, Atlanta 11, Georgia

rope marked at intervals of 5'. Available on request in Fittler Octags only in sizes 1/4", 5/16", 3/8", and 1/2" diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope—a small charge made for this rack when ordered with 300 lbs. or more of rope. (4) "Take-Along" coils of Fittler Manila rope, 50' and 100' individual coils wrapped in polyethylene for self-service selling from Dispenser Rack. The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope). (5) The No. 57 Rope Merchandiser, 54 1/2" x 44 1/2" x 23 1/4", will hold six full Octags or six full reels of rope or a combination of both. Rope feeds through guides to a measuring device and cutter. To all dealers handling Fittler brand Manila rope, Fittler will furnish, on request, metal signs for counter or wall use. For more information—

Write in No. Y12 on card, Pg. 95

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets consisting of seven styles of saw horse brackets and eight styles of folding table leg brackets for the do-it-yourself trade, has available for dealers envelope stuffers which may be obtained in moderate quantities without charge upon request. A silent salesman wire display rack is available without charge in a choice of two balanced assortments of four construction sets. Counter models for three styles of saw horse brackets and three styles of folding leg brackets are available without charge under certain conditions through wholesalers. For more information—

Write in No. Y13 on card, Pg. 95

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortments of the Irwin Sello-paked 62T Bits, one of each size 4/16" through 16/16". No. M-88 contains metal wall merchandiser and 20 bit assortment of the Irwin Sello-paked Speedbor "88" Wood Bits for electric drill, two each of even sizes and one each of odd sizes 1/4" to 1". No. 430 contains metal wall merchandiser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Write in No. Y14 on card, Pg. 95

Rubbermaid, Inc., Wooster, Ohio, offers the following merchandising units. Display #0816: a dispensing unit for Shelf-Kushion, which comes

The Handle That
Stays Put on
the Tool, but Not
on the Shelf!

Sold exclusively
through selected
wholesalers

Here's Big News!

Now **GILMOUR** Presents the...

It's Made of **STYRON**



**"Spinning"
Sprinkler**



- Comes in assorted colors.
- Won't rust or clog.
- Covers approx. 1000 sq. ft. area.
- 3-year guarantee.
- Has Genuine Styron Head (Practically Indestructible)
- Welded Steel Base (Lifetime Gilmour Finish)

#960

*Individually Boxed
3 doz. to carton.*

It's Years and Years Ahead!

**FAMOUS GILMOUR
HOSEMASTER
PISTOL GRIP
HOSE NOZZLE
SELLS ON SIGHT**

*The nozzle others
try to imitate.*



**GILMOUR
HOSEMASTER
FERTILIZER-INSECTICIDE
SPRAYER.** Millions in use
coast-to-coast. Cash in on
demand for world's best
sprayer.



GILMOUR

MANUFACTURING CO. • SOMERSET, PA.

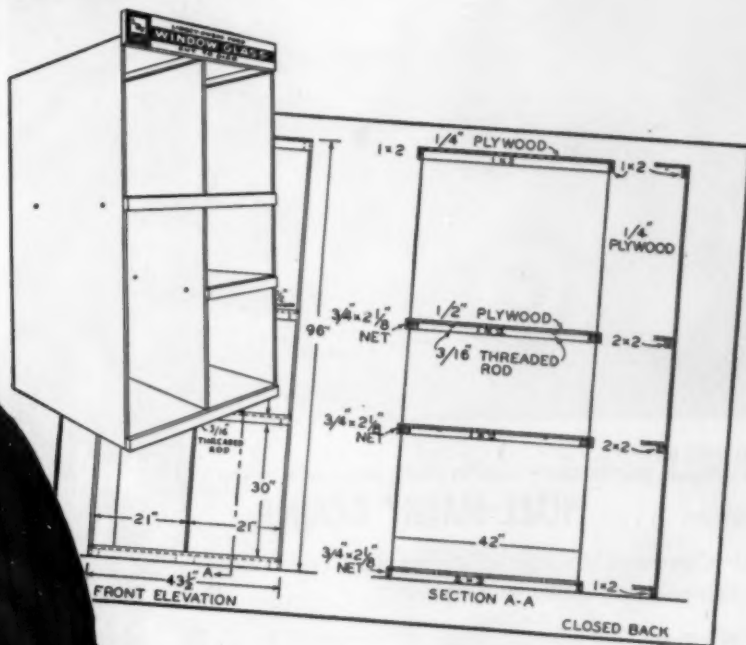
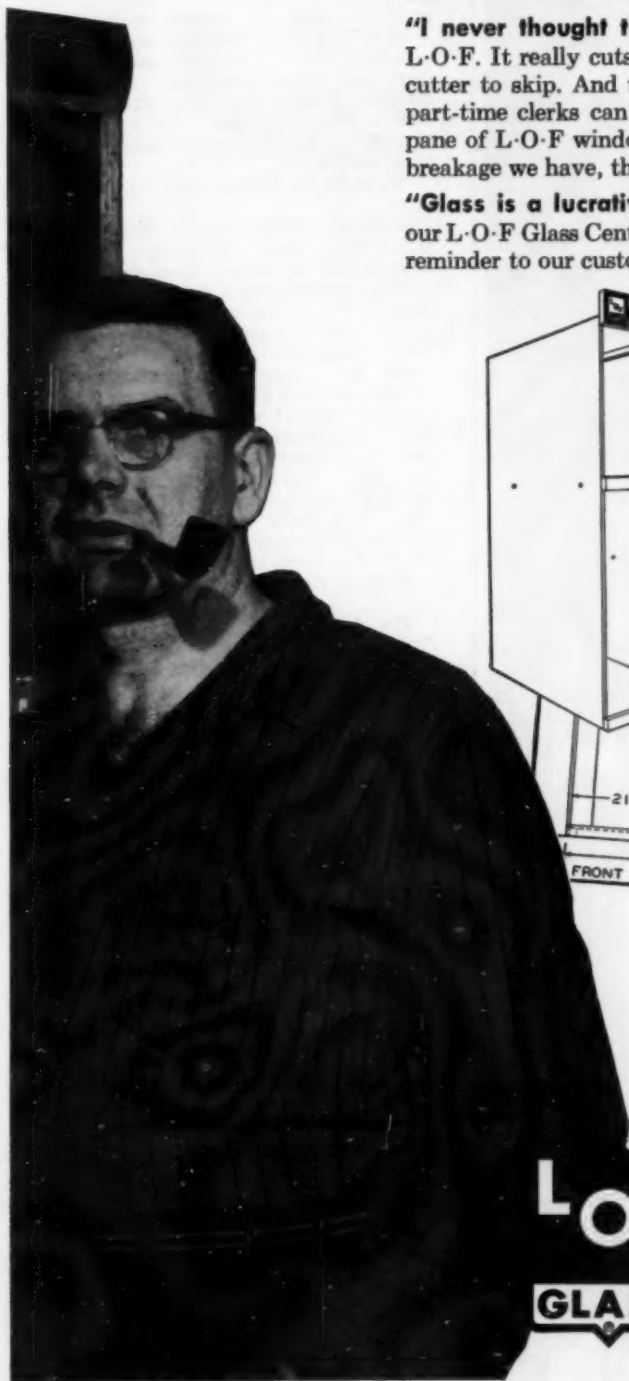


"I stock only L·O·F Window Glass because it cuts better"

**Marvin Smith, Owner,
Lorain Dover Hardware, North Olmsted, Ohio**

"I never thought there was a difference in glass until I tried L·O·F. It really cuts better. Doesn't have hard spots that cause the cutter to skip. And there's no special knack to cutting it, even our part-time clerks can do it. You can even trim as little as $\frac{1}{16}$ " off a pane of L·O·F window glass without it breaking. Naturally, the less breakage we have, the more profit we make.

"Glass is a lucrative part of our business. That's why we have our L·O·F Glass Center in the main section of our store. It's a constant reminder to our customers."



New box rack needs only 12 square feet of floor space
Holds glass right in L·O·F's self-storing plywood-side boxes. Easy to construct. Ask for blueprints of WG-3 Rack. Identify your glass department with new handsome sign, same as in photo at left. Only 15 cents from your L·O·F Glass Distributor (listed under "Glass" in the Yellow Pages). Distributors: order in cartons of 25 (\$3.75) from Libbey-Owens-Ford Glass Company, 811 Madison Avenue, Toledo 3, Ohio.



**LIBBEY · OWENS · FORD
WINDOW GLASS**

*The glass that cuts easier, snaps clean
Toledo 3, Ohio*

NOW...
Every link of
Campbell Chain
tells me what
I want to
know!



CAMPBELL marks every link to show the grade or the manufacturer . . . it's **"HALL-MARK" CHAIN!**

Yes, only CAMPBELL identifies all the popular welded chain grades with embossed letters on every link!

The grade mark (see below) appears on alternate links . . . your permanent grade identification.

The Campbell "C" is permanently in relief on every other link . . . your manufacturer identification.

AND . . . another bonus! CAMPBELL CHAIN is easy to measure. It's "Measure-Mark" Chain color coded *exactly* every five feet (see below).

GRADE	CODE MARK	"MEASURE-MARK" COLOR CODE
Proof Coil Chain	P	Green
BBB Chain	B	Red
High Test Steel Chain	H	Blue
Cam-Alloy Chain	A	Orange

CAMPBELL CHAIN Company

FACTORIES: York, Pa.; West Burlington, Iowa; Union City, Calif.
WAREHOUSES: E. Cambridge, Mass.; Atlanta, Ga.; Dallas, Texas;
Chicago, Ill.; Portland, Ore.; Seattle, Wash.; Los Angeles, Calif.
Makers of Famous CAMPBELL Jiffy Lug-Reinforced TIRE CHAINS

in 45' rolls; free with purchase of a merchandise assortment of four rolls each of #1635 wall cabinet Shelf-Kushion and four rolls of #1644 base cabinet Shelf-Kushion. #0888 Bath Display: solid frame of square metal tubing finished in neutral blue enamel; composition board shelves and backing in oatmeal finish, harmonizing blue; available at \$12.50 net, shipped prepaid. #0877 Plastics Display: displays odd-shaped products; available at \$20 net; shipped prepaid. #0837 Door Mat Wheeler: portable merchandising fixture sells complete door mat line; available through wholesaler only, not drop shipped; cost is \$6.98 with one #1411 door mat (Value \$6.98) free. For more information—

Write in No. Y15 on card, Pg. 95

McCulloch Corp., Marine Products Div., 2901 East Hennepin Ave., Minneapolis 13, Minn., offers the following promotional aids to dealers. Scott's display service "A" and "B", which gives dealers a continuous flow of point-of-purchase display material throughout the year—each service consists of four mailings of display material which ties in with Scott's national advertising. In addition, Scott makes available line folders, price sheets, service uniforms and emblems, billboard poster, roadside signs, radio scripts, 30-minute movies, store-front signs, and clock signs. For more information—

Write in No. Y16 on card, Pg. 95

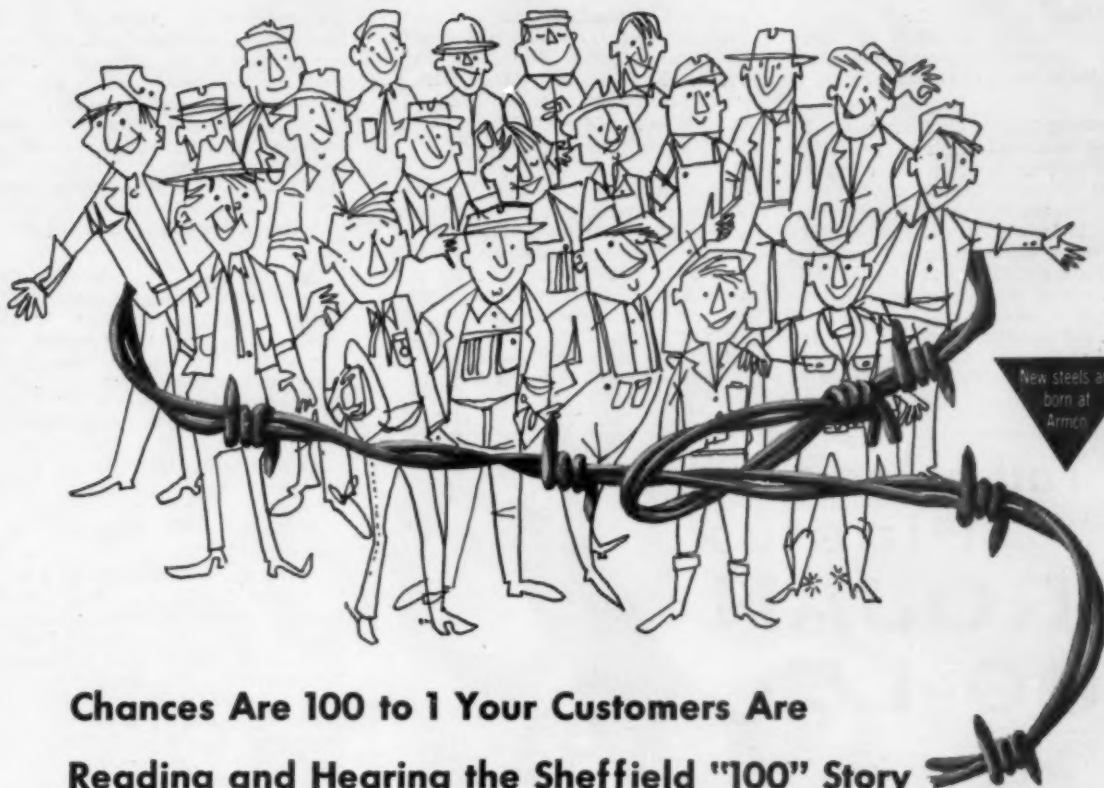
The Acme Shear Co., Advertising Dept., 100 Hicks St., Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleencut Scissors and Shears. A four-page folder showing the 28 mats with a postage paid return order card is available upon request. For more information—

Write in No. Y17 on card, Pg. 95

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for shovel and steel goods. For more information—

Write in No. Y18 on card, Pg. 95

O. Ames Co., Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Available in one column size, the mats provide generous space for imprint



Chances Are 100 to 1 Your Customers Are Reading and Hearing the Sheffield "100" Story

Sheffield has determined not to miss giving every farmer and rancher the full story about "100", the Sheffield high strength barbed wire. Sheffield is determined to make it easier for you to sell "100" than to sell against it.

The Sheffield story is on the air from ten leading Southwestern farm service radio stations five days a week. It reaches nearly a million farm homes in foremost magazines like *Progressive Farmer*, *Farm & Ranch*, and the *Sheep and Goat Raiser*. Full page ads give the reasons why Sheffield "100" is a better buy in barbed wire. And every ad directs the reader to you, his Sheffield dealer.

When it comes to advertising (as in making good steel products for farmers) Sheffield is in there pitching for you right around the calendar. So no customer or prospect in your trade area can forget that Sheffield "100" Barbed Wire has greater strength, better corrosion-resistance, longer fence life and lowest cost per year of service. Take advantage of this all-out advertising. Stock up now so you can give your customer "100" percent value and long time satisfaction. Get in touch with your distributor.

SHEFFIELD



"100"

High Strength
BARBED WIRE



SHEFFIELD DIVISION

Sheffield Plants in Kansas City, Tulsa and Houston



ARMCO STEEL CORPORATION

OTHER DIVISIONS AND SUBSIDIARIES: Armco Division • The National Supply Company • Armco Drainage & Metal Products, Inc. • The Armco International Corporation • Union Wire Rope Corporation • Southwest Steel Products

and price. A proof sheet showing available mats is available upon request. For more information—

Write in No. Y19 on card, Pg. 95

Crescent Tool Co., Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special lineman's tools, etc. The displays, 23 in all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12, and 16

panels are available at low cost. Crescent recently added a series of 18 fixtures for mounting on Peg-board. Each fixture comes with a small assortment of tools at the cost of tools only. For more information—

Write in No. Y20 on card, Pg. 95

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers a versatile point of purchase display stand for its line of personal scales. The stand, No. D-108, is in the form of a wire bracket and can be used as a counter or window display, or hung on peg board. It is 16" high by 11" wide. For more information—

Write in No. Y21 on card, Pg. 95

Amerock Corp., Rockford, Ill., offers colored envelope stuffers illustrating the full line of cabinet hardware for consumers. The folder includes the full line of pulls, knobs, hinges, catches, and window sash locks and lifts. Space is provided for imprinting. A variety of free ad-mats are also available to interested dealers. For more information—

Write in No. Y22 on card, Pg. 95

The Eclipse Lawn Mower Co., Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of three cents each. For more information—

Write in No. Y23 on card, Pg. 95

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a peg board display with crystal clear plastic shelf free with its UP-39 Display Assortment of Upson Standard Screwdrivers. The display may be used on wall, counter, or shelf; requires 11 inches of space; price and type number are printed for each item. Holds 39 drivers, nine sizes of fastest moving numbers, and two types (31 slotted head, eight cross-point). Packed one to a carton. For more information—

Write in No. Y24 on card, Pg. 95

The Yale & Towne Manufacturing Co., White Plains, N. Y. provides carded hardware as a dealer help in boosting sales. Yale also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in strategic positions. All merchandisers are in bright colors. For more information—

Write in No. Y25 on card, Pg. 95

Stevens-Burt Co., Water Master Co. Division, New Brunswick, N. J., provides a colorful display card for its all-angle toilet plunger. The card carries an illustrated message and is fitted with two holes to slip on the yellow plunger handle. For more information—

Write in No. Y26 on card, Pg. 95

Tennessee Coal & Iron Division, United States Steel Corp., Fairfield, Ala., offers dealers promotion items which include folders, leaflets, and the Farmers and Ranchers Handbook. Color folders feature such items as the Griptite Staple and Ranger Barbed Wire. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more

You asked for it! ...

Plastex

TROJAN

100-LB.



Pipe

**Stronger
and Still
Flexible!**

Plastic pipe users said, "Keep it flexible, but make it stronger!" Plastex laboratories found the answer — Formula T-4 Polyethylene — which gives TROJAN 100-LB Pipe excellent flexibility for all of its extra wall thickness and extra strength. In test after test of this and other plastic pipes, only TROJAN 100-LB passed *both* requirements — strength and flexibility.

TROJAN 100-LB Pipe is performance rated for 100-pound working pressures, with ample safety factor.

So, here's your answer: TROJAN 100-LB Pipe — flexible, for time-saving, joint-saving, money-saving installation — strong, for 100-pound working pressures and trouble-free performance.

THE PLASTEX
SINCE 1939
COMPANY

3232 CLEVELAND AVENUE COLUMBUS 24, OHIO

EVERY COIL BEARS THIS SEAL



How a hardware dealer can earn \$50 a week extra profit

IF YOU OPERATE a hardware store and have an average to good store traffic, you can increase your profits by an estimated \$50 a week. No unusual investment is necessary... no overtime... no extra help.

You can earn this extra profit selling the Supreme Versamatic and Versamate—two portable drill attachments that you have probably seen advertised many times. Our confidence that you will do this well is based on the experience of numbers of dealers in all areas.

There are two kinds of Versamatic dealers—the kind that *understand* the tools and the wonderful work they do, and the kind that do not. Those that *understand* generate an enthusiasm for the tools that turns into big sales. Those that do not understand, stock the tools, then sit back and wait for the customer's inquiry. The inquiry *does* come and the tools are sold, but it is not the exciting business it could be.

Now, here's the way one dealer who recognized the opportunity made a lot of money selling Versamatic and Versamate. He thinks that any dealer can do this and his recommended selling plan follows:

How you sell them...

Set up the pilfer-proof Versamate-Versamatic display that will be furnished you. Take a portable drill from inventory; attach a Versamatic or Versamate to it; lay it on the counter by the cash register. As customers come up to pay for purchases, they will invariably be interested in the tool. Frequently that's all it takes. The salesman says, "Did you ever see one of these operate?" Then he turns on the drill and gives a simple demonstration. The customer is invited to try it, and in a minute or two the sale is yours. It's that simple.

Starting with that basic program, the dealer can ad lib as he pleases. Some have kept a 2x4 handy so they can drive and remove screws. But that isn't essential as most customers have been pre-sold on Versamatic and Versamate by ads in POPULAR MECHANICS, POPULAR SCIENCE, and other national magazines.

How many prospects?

It may surprise you to learn that almost 50% of your customers own portable drills. What do they use them for? In most cases, it is to drill

holes into which screws are to be driven. The job of sinking the screws (the most difficult part) is still a tough hand operation. With the Versamatic or Versamate they can do both jobs easily by power.



So, at a minimum, the drill owner doubles the value of his tool when he adds a Versamatic or Versamate.

The Versamatic, as you know, is a *reversible* attachment, so screws, nuts and bolts can be *removed* by power. There are many side benefits to the tool which help to close the sale. For instance, if a customer is known to be planning to drill in steel or masonry, he needs to reduce the speed for the bits to function properly. Versamatic and Versamate both reduce speed 7 to 1. Likewise, for these heavy duty drilling jobs, additional torque is needed. Versamatic and Versamate increase torque almost 7 to 1.

There are many side benefits to the tool which help to close the sale. For instance, if a customer is known to be planning to drill in steel or masonry, he needs to reduce the speed for the bits to function properly. Versamatic and Versamate both reduce speed 7 to 1. Likewise, for these heavy duty drilling jobs, additional torque is needed. Versamatic and Versamate increase torque almost 7 to 1.

\$50 a week profit?

How many tools can you sell? If you are talking about Versamatic, which lists at \$14.95, we think you can sell 10 a week if you pursue the program outlined above. This means \$50 a week in profit. If you have a great deal of traffic, you may double this—it has been done.

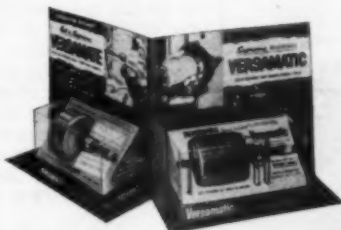
It could be that we are too optimistic. Maybe you will only sell 5 Versamatics a week. This is \$25 profit. Or perhaps you will sell 3 each of Versamatic and Versamate (Versamate is \$9.95 list) for a profit of, once again, \$25. Either way it is excellent business when you consider that so little is required of you.

Call your wholesaler

For the dealer's convenience there is a combination package (Order No. 6500) that includes 2 Versamatics, 1 Versamate and a free display. Why not order this minimum stock today from your wholesaler—and give yourself a chance at these extra profits.

SUPREME PRODUCTS CORPORATION

2222 S. Calumet Avenue, Chicago 16, Illinois
Division of A-S-R Products Corporation



what sells a File to Your customers?



Precision workmanship?



Guaranteed dependability?



Improved performance?



An established brand name?

...you'll find *all* of them in new Victor "YELLOW TANG" Files. Complete your stock of profit-making, repeat order Victor metal cutting products now. For information, contact your local authorized Victor Wholesaler.

8341

VICTOR
VICTOR Saw Works, Inc.
METAL CUTTING PRODUCTS
Middletown, N. Y.



POWER HACK SAW BLADES
HAND HACK SAW BLADES
HACK SAW FRAMES
BAND SAW BLADES
HOLE SAW
FILES

information—

Write in No. Y27 on card, Pg. 95

American Bilrite Rubber Co., Chelsea 50, Mass., provides dealers with full-color literature, advertising mats, and photo artwork for Bilrite and Boston Garden Hose and Sprinklers. In addition to a metal display rack on casters, a full-color merchandising display is available which displays over 36 coils and may be used as an island or against the wall. Also available are water flow charts and display cards. For more information—

Write in No. Y28 on card, Pg. 95

The Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and assistance from fishing experts who set up in-store demonstrations and lectures. Merchandising aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels; with complete parts diagrams; and others. For more information—

Write in No. Y29 on card, Pg. 95

The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio, offers envelope stuffers, package inserts, and newspaper ad mats to assist dealers in promoting its line of rubber tank balls and guaranteed leak-proof copper and plastic floats. For more information—

Write in No. Y30 on card, Pg. 95

Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day trial offer on Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. Dealer has nothing to lose as the company states that it will replace the used mower whenever requested. Window streamer and ad mats available on all items including a banner on the new 32" Quad Cut mower and trimmer for 1960. For more information—

Write in No. Y31 on card, Pg. 95

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers consumer stuffers for enclosure with mailings or counter use; a consumer stuffer on Mossberg's 4X scopes and its latest adjustable power scope; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotype advertising mats. For more information—

Write in No. Y32 on card, Pg. 95

Champion DeArment Tool Co.,



HORTON WATER COOLER SALES ARE STILL GOING UP!



Streamlined design, powerful selling features, wide range of sizes and models, individual cartons—these are the reasons why Horton Water Coolers are America's fastest-moving favorite.

See your wholesaler, or write:

HORTON EQUIPMENT CO.
P. O. Box 2611, Houston, Texas . . .



**More Sales-Power*
for You from
Southern Screw!**



**"NRHA APPROVED INFORMATIVE
COLOR CODED LABEL"**

Now, the familiar NRHA insignia adds impact to the popularity and sales-power of Southern Screws. The approval of Southern's EZ to Go label means that Southern's color-coded label system meets the recommendations of the Association.

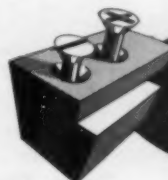
Another big plus in sales-power is Southern's handsome new stand-out package which makes product identification easier and quicker than ever before — for you and your customers! . . . With NRHA's label approval, and with Southern's handsome new package, better standardize your entire screw line for profit. Put Southern Screws in your want book now!

Stock 'em today — sell 'em by the box tomorrow — for faster turnover, quicker profits, and more satisfied customers who know and demand Southern quality screws!

Sold Through Leading Wholesale Distributors in Your Area

Wood Screws • Stove Bolts • Machine Screws & Nuts • Carriage Bolts • Sheet Metal Screws • Wood Drive Screws • Dowel Screws

Warehouses: New York • Chicago • Los Angeles • Dallas



Southern
SCREW COMPANY
STATESVILLE • NORTH CAROLINA

BELLS

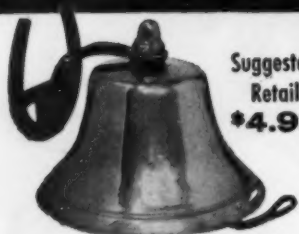


Suggested
Retail
\$2.49

INDOOR-OUTDOOR HOME BELL

Gleaming, polished aluminum bell, with satin black ship's wheel bracket.

THAT

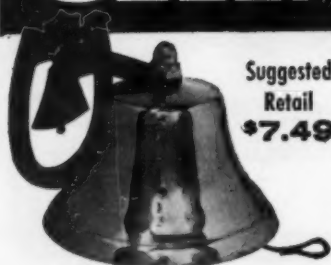


Suggested
Retail
\$4.95

BARBECUE BELL

Good luck horseshoe bracket, polished aluminum bell with a clear, lasting tone.

SELL!



Suggested
Retail
\$7.49

PATIO-GARDEN BELL

Beautiful, fully polished brass bell
... a big seller everywhere, anytime.

- Complete Line
- High Profit
- Big Volume

Display packaged, full price range, on all year 'round sellers. Perfect for a hundred uses at home or away ... a big gift item.

Send for the Bevin Catalog



BEVIN BROS.
MFG. COMPANY
East Hampton, Conn.

Sales Representatives
John H. Graham & Co. Inc.
105 Duane Street, New York 8, N. Y.

Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display tool rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include #31 which is designed as a permanent display. The 31 different pliers are fastened on the board which is 34" plywood, measuring 24" x 30". Display boards #69, #96, and #93, of the same size, are dispensing boards containing selected assortments of the complete line of pliers. A new program includes peg board displays available in 12" x 24" and 24" x 24" panels both dispensing and permanent type of displays which can be made up in 48 different assortments or in special assortments according to the distributor's wishes. These panels can be hung up, can be easled, can be arranged in a back to back display (two panels) or in the case of the 12" x 24" panels they are also available in three-sided and four-sided rotators. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4 1/2" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A colorful display featuring four Electronics Pliers is also offered free. For more information—

Write in No. Y33 on card, Pg. 95

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available. For more information—

Write in No. Y34 on card, Pg. 95

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in support holes that serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available. The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Write in No. Y35 on card, Pg. 95

Hoosier Tarpaulin & Canvas Goods

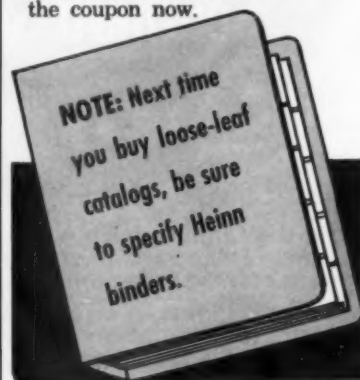
Sell More Hardware

with **HEINN**
Loose-Leaf Binders

No matter how many lines you carry, Heinn helps move them without waste motion or confusion. Sectional catalogs and loose sheets all go into a single custom-styled Heinn binder that gives your lines a stage setting for high appeal to dealers and end users. You get distribution flexibility with economy.

Heinn has a full line of binders for all kinds of distributor, dealer and salesmen's catalogs. The price you pay is the lowest in America for the durability you must have. Buy a binder for the job; pay a price to meet your budget.

To understand how Heinn binders and indexes can modernize a sales program, you must see a sample. Send the coupon now.



Contact the Heinn man, Ole Teisberg, at the Hotel Monteleon during the convention. Or write for complete information.

THE HEINN COMPANY

Southern Office
1365 Spring St., N. W.
Atlanta 9, Ga.
Phone TRinity 4-6638



**YOU ARE DOLLARS
AHEAD**

with...

Wallrite

DECORATED BUILDING PAPER ®

New

*

POLYPACK

And

**REVERSE ROLLED PATTERN
GIVES YOU MANY ADVANTAGES**

- Places Product In Full View Of Buyer!
- Gives Added Protection In Shipping!
- Keeps Product Clean!
- Enhances Product!
- Gives Outstanding Quality!
- Economy And Low Cost!
- Lasting Durability!
- Increase Profit!

Wallrite

ENTERS THE GOLDEN SIXTIES

with **17** COLORFUL PATTERNS!

AND FOR THE FIRST TIME

- ★ TWO KITCHEN PATTERNS
- ★ TWO CEILING PATTERNS

SAVE TIME—SAVE MONEY—INCREASE SALES

FLEMING AND SONS, INC.

P. O. BOX 1291 • DALLAS 21, TEXAS

* OUR NEW PLASTIC WRAPPED ROLLS.

SOUTHERN HARDWARE for APRIL, 1960

For more information use Handy Return Card, Page 95

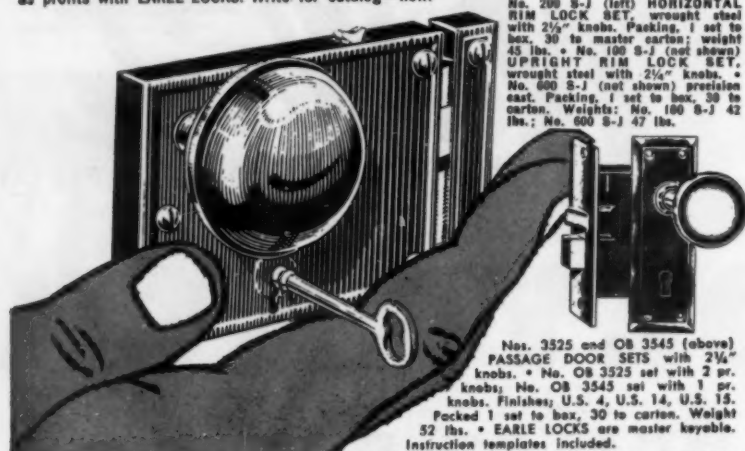
151

EARLE

LOCKS

BUILT-IN QUALITY MAKES EARLE LOCKS TRUE BARGAINS

Dollar for dollar, there's nothing like them for mechanical craftsmanship, appearance, finish. Earle's 45 years of specialization plus a completely modernized plant assures products that consistently pass the most stringent mechanical and visual inspections. NEW sales-making packaging; NEW aggressive merchandising cooperation, enables you to make friends as well as profits with EARLE LOCKS. Write for catalog—now.



EARLE HARDWARE MANUFACTURING CO., PITTSBURGH, PENNA.

Ask your jobber about

KRYLON'S BIG DEALER SPRING BONUS OFFER



SPRAY PAINT

*The Brand with Demand
Coast to Coast*

KRYLON, INC.

NORRISTOWN, PA.

Co., Inc., 1302-10 West Washington St., Indianapolis 6, Ind., offers new complete sales programs for wholesale distributors on Hoosier Tarpaulins, Tents, and Boat Covers. These sales programs include the suggested stock of the fastest selling sizes or models and complete advertising, sales promotion and selling aids including miniature tarpaulins and tents, wall display posters, signs, newspaper ad mats, self-mailer envelope stuffer brochures, list price selling catalogs, individual display cartons, inventory control cards, and glossy photos. For more information—

Write in No. Y36 on card, Pg. 95

Campbell Chain Co., York, Pa., offers the following display units: The compact Chain Reel Display Unit, redesigned to load from front, incorporates handy chain end holders and new cutter. Requires less than two square feet of floor space. It has a blue and yellow baked finish and five accessory bins at top, is 53 3/4" high, 20 1/2" inside, 21 1/4" deep. The Proof Coil Chain Merchandiser which requires only one square foot of counter or floor space; shipped pre-assembled. Unit is 24" high when used for counter display; stands 39" high when used as a floor unit. Blue Temper Proof Coil Chain Assortment consists of 3/16" and 1/4" chain in 10', 15' and 20' lengths; 5/16" chain in 10' and 15' lengths. For more information—

Write in No. Y37 on card, Pg. 95

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long-leverage chain cutter. When holding its maximum seven reels it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Write in No. Y38 on card, Pg. 95

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo., has available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Write in No. Y39 on card, Pg. 95

Southern Screw Co., Statesville, N. C., offers the Wood Screw Actual Size Chart which is designed especially for the hardware dealer with a customer who wants a wood screw "just about this size." The chart illustrates the actual size of wood screws in lengths from 3/16" to 6" and #0 to #24 diameters. Also illustrated are driver types and head styles with materials and finishes

listed. The chart is printed on glossy stock. Dealers may obtain the chart without charge from their distributor—available through this source only. For more information—

Write in No. Y40 on card, Pg. 95

Carolina Washboard Co., Raleigh, N. C., offers a plastic display which contains: 11 doz. Carolina Floats, assorted 1 doz. #3 Floats and 2 doz. of each of the other five sizes. Price: \$13.30. For more information—

Write in No. Y41 on card, Pg. 95

Molly Corp., Reading, Pa., has available for dealers: Metal merchandiser #612 containing 600 screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors; cardboard display #225 containing 225 jack nuts; screw anchors, jack nuts, and picture hooks on individual cards for self-service use or Pegboard display; 2-color leaflets on screw anchors, jack nuts, utility plugs, hi-speed installers; 3-color, 21" by 9" window streamer featuring screw anchors; and newspaper mats. For more information—

Write in No. Y42 on card, Pg. 95

Moto-Mower, Inc., Richmond, Ind., offers its dealers a complete merchandising package. Included are window display materials, store banners and streamers, point-of-sale materials, and colorful handle cards. In addition, a strong local advertising program including 50-50 cooperative advertising is offered. For more information—

Write in No. Y43 on card, Pg. 95

Weber Tackle Co., Stevens Point, Wis., offers a wide variety of permanent metal displays in addition to many sturdy display panels of heavy cardboard. All are furnished free with standard assortments of tackle items and a number of them may be purchased empty at a nominal cost. The Perma-Pak Crawler rack displays nine dozen 6" crawlers in assorted colors, three crawlers in each of the 36 aluminum trays with plastic sleeves (Assortment No. LC9). The No. RRM "Squirrel Cage" revolving rack has a screen of 1/4" wire mesh on five sides; capacity one to three gross of spoons, spinning lures, etc. Stren level leader packs and knotless tapered leaders are displayed in a six - dozen metal unit available through Weber, one of the 10 authorized Stren agents. Metal displays for flies, loose hooks, treble hooks, snelled hooks and many other tackle items continue to be available. For more information—

Write in No. Y44 on card, Pg. 95

Lazy Boy Lawn Mower Co., Inc., 1315 West 8th St., Kansas City, Mo., offers to dealers without charge mailing pieces and ad mats on all mower models. A new commercial line of

COMPLETE HARDWARE SETS FOR SLIDING DOORS

... for industrial, commercial
and farm installations

INCLUDES

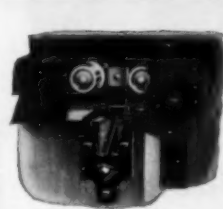
- 4 Hangers of desired type.
- Sufficient Lock Joint Track (approximately twice width of door opening).
- One Center Stop Bracket.
- Two End Track Brackets plus necessary Center and Lock Joint Track Brackets for spacing on 2'0" centers.
- Two Bow Handles.
- Two Flush Pulls.
- Eight No. 435-72 Bumper Shoes.
- Two Floor End Stops.
- One Center Floor Guide.
- Two Stay Rollers and sufficient No. 102-88 Guide Roller Strip.



NOTE: Complete Hardware Sets are available for both Single and Double (illustrated) Sliding Doors.

The growing use of sliding doors provides a continuous and excellent market for increased sales . . . assure yourself a share of this market by offering the customer R-W complete hardware sets. Includes everything necessary to install a sliding door. Sets are available in a type and size to meet customers specific requirements . . . ideal for barn doors, industrial doors, garage doors and doors on commercial buildings. Customer satisfaction is your greatest asset . . . protect this by offering them the best—sell the R-W QUALITY line of "profit-plus" hardware specialties.

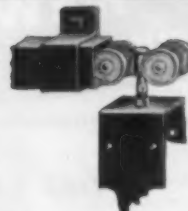
R-W TRACK AND HANGERS



R-W WEATHERPROOF BARN-DOOR TRACK AND HANGERS . . . the favorite of farmers everywhere. R-W Self-cleaning 36 Track is weather and bird proof. R-W 423 Hangers feature roller bearings and lateral and vertical adjustment for easy, dependable operation.



R-W "EoR-Way" TRACK AND HANGERS for effortless operation. No brackets needed. Track has ears spaced on 12" centers that attach to the wall by lag screws. Bosses on track permit free passage of air to prevent rust. Hangers have ball bearings and vertical and lateral adjustments.



R-W "LOCK-JOINT" TRACK AND HANGERS for doors 1 1/4" to 2 1/4" thick. Track available in 4, 6, 8, 10 and 12 ft. lengths. R-W No. 20-2 Hangers feature roller bearing steel wheels and lateral and vertical adjustments.



Write today for complete information . . . request your free copy of Catalog No. A-400.

Richards-Wilcox

MANUFACTURING COMPANY

A HANGER FOR ANY DOOR THAT SLIDES

334 W. THIRD ST. • AURORA, ILL. • Branches in all Principal Cities

1+4=5 FAST-MOVING GARDEN TOOLS

made and LIFETIME GUARANTEED by quality-famous MANN Craftsmen!

1... short-handled (15" hickory) multi-use tool; choice of hobby gardeners—gift packaged, tool weighs only 22 oz.

RapiDigger® -15 Cat. No. RD-1-15



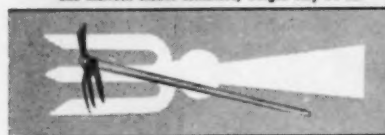
4... long-handled (48" white ash) "stand-up" models for nearly every gardening use... digging, cultivating, prying, etc.



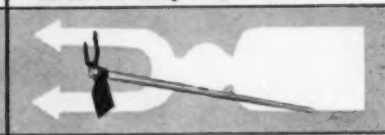
RapiDigger® -48 Cat. No. RD-1-48 Trowel and mattock blades combined; weighs only 34 oz.



RapiHo® Cat. No. RH-1-48 A broad (4") hoe and 2 in. "cutting" blade; wt. 40 oz.



RapiTill® Cat. No. RT-1-48 A 3-tine cultivator combined with 2" mattock blade; 32 oz.



RapiWeeder® Cat. No. RW-1-48 Broad hoe blade and 2-prong cultivator; weighs only 35 oz.

ALL are forged from top-quality American-made steel; ALL are Lifetime Guaranteed; ALL retail about \$3.00 each.

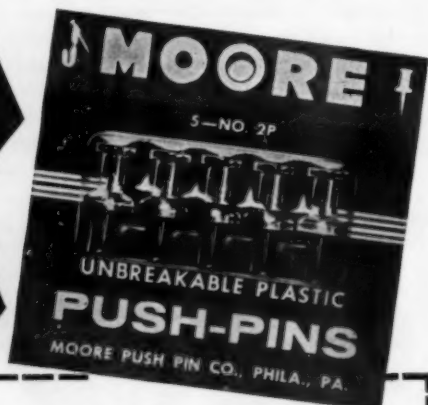
MANN EDGE TOOL CO.

Lewistown 2, Pennsylvania

Making honest-value tools for more than a century.

NEW
UNBREAKABLE
PLASTIC HEADS!

NEW
BLISTER 5-PACK!



Plus 60 Years of Leadership

New plastic heads that are unbreakable under any normal usage; form-fitted blister packing which permits removal of one push-pin at a time; a colorful red, white, and blue card punched at the top to facilitate hanging on Moore's 720-B counter display—that's the Moore Push-Pin story in this, our 60th Anniversary year.

No change in Moore aluminum head Push-Pins except for the packaging which is now blister pack, too. Be sure you have adequate stocks of these two 60-year favorites in their new modern package. Your jobber can supply you.

MOORE PUSH-PIN CO.

Since 1900 Makers of famous Moore Picture Hangers
113-25 BERKLEY STREET PHILADELPHIA 44, PA.

mowers has been added to the 1960 line. For more information—

Write in No. Y45 on card, Pg. 95

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., offers five assortments with colorful display plates which have a 3-way display. They may be displayed on the counter with the installed free standing legs, hung on 1/4" or 1/2" perforated board, or affixed permanently to wall or counter with screws furnished. These assortments contain Turnbuckles, machine threaded Eye Bolts, Lag Screw Threaded Eye Bolts, "S" Hooks, and "U" Bolts. For more information—

Write in No. Y46 on card, Pg. 95

Columbian Rope Co., Auburn, N. Y., has available for dealers several rope merchandisers, available through wholesalers. Merchandiser No. 57 holds six full reels, or six full cartons of rope, two of which may be the 100# size; will hold either cartons or reels or any combination of both; rope is fed through guides to a measuring device and cutter. The "Pick-Me-Up" holds individually wrapped 50' and 100' coils of 1/4", 3/8", and 1/2" dia. Manila Rope: free with initial order of approximately 100 lbs. of rope which stocks it; all metal and mounted on casters; dimensions, 22" x 22" x 45 1/2". Made of heavy gauge wire and designed to display rope in cartons (Colpacks), the Colpack Rope Rack holds one Colpack 25, two Colpack 50's and Water-Ski ropes, rope in small coils, or twine items on the top shelf. Or if desired, the small rack holding three 9" reels of Nylon or Polyethylene Rope may be displayed on this shelf; requires only 20" x 30" floor space. Columbian has a small display rack which holds three 9" reels of "Stabilized" Filament Nylon Rope 1/4", 3/8", 1/2" diameters; or High Tenacity Polyethylene Rope, 1/4" and 3/8" diameters. Delivered free with three-reel order for either rope. For shelf or counter display and for use with Pick-Me-Up or Colpack Rope Rack. Also available is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and pamphlets, and a colorful dealer sign. Various counter display cartons of jute twine, Mason's line, and Christmas twine are also available. For more information—

Write in No. Y47 on card, Pg. 95

Parker Sweeper Co., Springfield, Ohio, offers dealers and distributors free of charge a wide range of promotional material including catalog sheets, envelope stuffers, and window banners. Also free newspaper mats and radio script and TV films are available for use under Parker's 50-50 cooperative advertising plan. For more information—

Write in No. Y48 on card, Pg. 95

Wickwire Brothers, Inc., Cortland,

N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Write in No. Y49 on card, Pg. 95

Stanley Hardware, division of The Stanley Works of New Britain, Conn., has developed a Hardware Center for the retailer which offers basic stock selection, positive inventory control, and organized visual display. A total of 174 fast-selling items were selected and mass merchandised in 22 product related groups. The basic selection is compatible with the NRHA Turn-over Handbook. All items are visually packaged. Wire display racks organize the products into related groups. Group header signs identify each product group. Inventory control cards are supplied for visual stock control. A merchandising manual, installation instructions, and complete promotion kit are supplied with the sale of any 11 groups. For more information—

Write in No. Y50 on card, Pg. 95

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids: circular on home and garden equipment line; 8½" x 11" page describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Write in No. Y51 on card, Pg. 95

Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be hung from the rack for customer convenience. For more information—

Write in No. Y52 on card, Pg. 95

Bridgeport Fabrics, Inc., Bridgeport, Conn., offers free of charge a window streamer featuring Inner-Seal, extruded rubber garage door weatherstrip. The streamer, which is hung vertically, measures 8½" x 17" and is black, yellow, and white. For more information—

Write in No. Y53 on card, Pg. 95

Lamson & Sessions Co., 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite-Plated" bolts, nuts, and screws. For more information—

Write in No. Y54 on card, Pg. 95

NO SAG!

NO BULGE!

UNROLLS STRAIGHT AND FLAT!

WRIGHTLINE REVERSE TWIST NETTING

GOES UP TIGHT! HOLDS ITS SHAPE — AND BUILDS REPEAT BUSINESS!

WRIGHT

It's easy to understand why so many wholesalers and retailers prefer to stock and sell Wrightline Reverse Twist Netting. They know — and their customers will soon find out — that Wrightline Netting, with reinforcing line wires, unrolls straight and flat and stays that way. It's easier to use, too — goes up smooth and tight, has no sags or bulges and is galvanized before or after weaving to prevent rust. Here's an item that you can depend upon for repeat business.

WRIGHT WELDEDGE HARDWARE CLOTH

Wright Weldedge Hardware Cloth is precision woven with flat wire selvages tightly welded to each filler wire, giving added strength, rigidity and uniformity of mesh. Made in a full range of sizes, heavily galvanized after weaving. Conventional loop selvage also available in all sizes.

Southern Representatives:

E. L. Hornbrook Co.
Box 176 • Avondale Estates, Ga.
Insect Wire Screen Corp.
1055 East Sixteenth St. • Hialeah, Fla.



WRIGHT HEAVY NETTING

Wright heavy hexagonal netting is in constant demand for baseball back stops, tennis courts, animal pens and hundreds of other uses. This high quality netting has even, uniform meshes and is galvanized to insure that bright, glistening finish desired by both dealers and consumers.

Fred H. Zimmerman
6327 Lakehurst • Dallas, 14, Texas
H. Linn Worthington & Co.
Garrison, Maryland
Arch C. McLaren
749 West Snowden Circle • Memphis, Tenn.
Lawrence J. Baldwin & Son
306 Carondelet Bldg. • New Orleans 12, La.

G. F. WRIGHT STEEL & WIRE CO.

WORCESTER 3, MASSACHUSETTS

Write today for catalog on these and other fine Wright Woven Wire Products

Industrial Wire Cloth • Woven Wire Lath • Hardware Cloth • Welded Wire Fabric
Wire Strand • Gutter Guard • Packaged Galvanized Wire
Flower Fence • Hexagonal Netting

NEW PRODUCTS

**For more information on these new products
use the return free post card on page 95**

Mower Spark Plug

A spark plug especially for power mowers, said to last three times as long as conventional plugs, is introduced by Stitt Ignition Co., Columbus, Ohio. It retails for \$1.89.



The plug fits all standard power mowers, both 2-cycle and 4-cycle. In addition, the plug, designated M-42, is suitable for outboard engines, chain saws, garden tractors, and similar engine applications.

It is packaged in transparent Celanese acetate sheeting and displayed on a self-service rack. For more information—

Write in No. 188 on card, Pg. 95

Washing Machine Hose

A merchandising unit, with storage area for 24 individually-packaged automatic washer inlet hoses, is announced by The Gates Rubber Co., of Denver, Colo.

The unit consists of a 3-color lithographed metal sign with collapsible storage racks in back. Three heavy gauge wire-rack shelves are riveted to back of sign, fold up when not being used to store hoses. The entire unit stands 24" x 24" x 12". It can



be used by itself as a sign against wall or shelf, as a complete merchandising unit at end of island display, or on the counter.

The unit comes complete with 24 fast-selling washer hose sizes. For more information—

Write in No. 189 on card, Pg. 95

Dial-A-Spray Nozzle

A new development in lawn hose nozzles is introduced by the H. B. Sherman Manufacturing Co., 22



Barney St., Battle Creek, Mich. Called the Dial-A-Spray, the nozzle features thumb control dialing for any desired spray pattern, and is said to operate efficiently at high or low pressure.

Made of molded, high impact white Cyclocac, the nozzle is rust-proof, non-corrosive, yet lightweight.

Sherman furnishes the nozzle both carded and bulk packed, and it has a suggested retail price of 68 cents. For more information—

Write in No. 190 on card, Pg. 95

Hot Blast Paint Scraper

A new paint scraper has been introduced by the Turner Corp., Sycamore, Ill., called the Hot Blast Paint Scraper.



The Scraper is lightweight and convenient, designed for one-hand operation. It is said to blister and scrape several layers of old paint quickly, easily, and cleanly without burning the wood underneath.

Scraper head is stainless steel. Fuel



Ames Aire ANSWERS CONSUMER DEMANDS FOR—

STYLING...

Styling — Ames Aire has produced a new concept in casual furniture. It's stunning design gives you the clean modern look that blends well anywhere. Available in modern decorator colors.

COMFORT...

Comfort — Here's the ultimate in casual comfort. The open weave design of the resilient vinyl cord captivates an "Aire" of coolness and actually floats you in relaxed elegance.

VERSATILITY...

Versatility — Ames Aire has provided complete correlated groupings for patio, poolside, dining room, den or you name it. Sell the fact that Ames Aire is the practical buy, because it moves indoors and outdoors serving both equally well. There's no storage problem with Ames Aire, because it serves year round.

The durable zinc coated tubular steel frames feature a tough protective finish especially formulated by chemists to give lasting service with protection against the elements.

Permanent Showrooms
Chicago 14-104
Los Angeles 470




finer products thru higher standards

O. AMES CO. PARKERSBURG, WEST VIRGINIA

CASUAL FURNITURE
METAL HOUSEWARES
GARDEN TOOLS
SHOVELS

Strataflo

FOOT VALVES



RUBBER POPPET
CLOG-PROOF WIRE STRAINER
NO SPRINGS

EIGHT SIZES . . .
many leading pump manufacturers use Strataflo as original equipment.

Can't Stick-Don't Leak

Strataflo Foot and Check Valves end leakage troubles, save wear and tear on pumps and save their cost in service calls. They are ideal for jet-type pumps. Write for Bulletin 203 and prices today.

Order from your jobber.

STRATAFLO PRODUCTS, INC.
FORT WAYNE, INDIANA

CANTEENS
by *OASIS*

FOR
**SPORTSMAN • CAMPER
FARMER • RANCHER
LOGGER**

Available in:
3 MATERIALS
ALUMINUM • POLYETHYLENE
GALVANIZED STEEL

7 CAPACITIES
1 QUART TO 2 GALLONS

14 MODELS

CAVALRY MODEL

1½ Qt. Capacity. Removable cover with leather strap fitted with snap for attaching to equipment. Safety chained cap.

Write for FREE Illustrated Catalog and Prices
A Canteen To Suit Every Need



M. E. SHAW & SONS
2526 DALY STREET, LOS ANGELES 31, CALIF.

supply is from the new large Turner Propane Tank, now with 10% more fuel. The Hot Blast Paint Scraper sells for \$9.95. Replaceable propane tanks for \$1.95. For more information—

Write in No. 191 on card, Pg. 95

Aluminum Clothesline

Addition of a new satin finish Aluminum Clothesline to its line of wire products is announced by Anchor Wire Corp., 183-16 Jamaica Ave., Jamaica 23, N. Y.



The clothesline, extruded from a mill product supplied by Alcoa, is manufactured in #9 W&M and #11½ W&M gauge solid aluminum and in seven strands of #18 W&M gauge aluminum.

Packaged in a colorful display carton, the clothesline is available to dealers in non-kinking 50' and 100' connected coils. For more information—

Write in No. 192 on card, Pg. 95

"Opal" Rescreening Kit

A simple roller tool, 7¼" long, is the only equipment needed for fitting new screens onto frames of aluminum and other metals, according to New York Wire Cloth Co., Dept. 55, 441 E. Market St., York, Pa.

The "Opal" rescreening kit, priced at \$3.75 postpaid, includes instructions on the proper use of the screen roller and a window banner to aid in



developing a rescreening business.

The roller has a concave-faced wheel two inches in diameter, and splines can be inserted on all types of metal frames with the tool. For more information—

Write in No. 193 on card, Pg. 95

Portable Ice Crusher

A combination table and wall ice crusher is introduced by Rival Manufacturing Co., Kansas City 29, Mo., and is designated the Ice-O-Mat.

The portable Ice-O-Mat may be used wherever desired. Stainless steel double-action blades crush ice fine or coarse; there are no adjustments to make. A jumbo ice cup holds full tray of crushed ice.



A self-demonstrator for counter or shelf is packed with every Ice-O-Mat. For more information—

Write in No. 194 on card, Pg. 95

Boat Numbers

Dyer Specialty Co., Inc., 13019 E. Los Nietos Rd., Santa Fe Springs, Calif., offers its line of E-Z Ply boat numbers.



The numbers and letters reflect light at night, are waterproof, and are applied by peeling off the backing and pressing the letter or number into position. No water, glue, or varnish is needed to apply the numbers.

Dyer numbers can be used also for signs, mail boxes, auto and truck lettering, and house numbers. For more information—

Write in No. 195 on card, Pg. 95

Fish-N-Float

The Fish-N-Float manufactured by Tucker Duck and Rubber Co., Ft. Smith, Ark., now features a zippered tackle pocket for added convenience.



Made of heavy duck cover, the float has a built-in seat and adjustable shoulder straps. The cover is zipped around an auto inner tube.

The float is available in Medium and Large sizes, and is complete with shoulder straps and seat.

Fish-N-Floats are packed with six individually packaged items to the shipping carton. The boxed units permit easy stocking and display and offer gift-appeal. Each individual box is identified as to size.

Literature and information about special promotional prices is available. For more information—

Write in No. 196 on card, Pg. 95

Garden Tool Files

New Rotary Mower and Garden Tool Files in a counter merchandising kit are announced by Victor Saw Works, Inc., Middletown, N. Y.

Twelve files, each packaged in an individual plastic sleeve, are included in a colorful display box. The merchandiser has a flip-up lid imprinted with sales message. The sleeve is transparent on one side and imprinted on the underside with descriptions and illustrations of the many applications of the file. For more information—

Write in No. 197 on card, Pg. 95



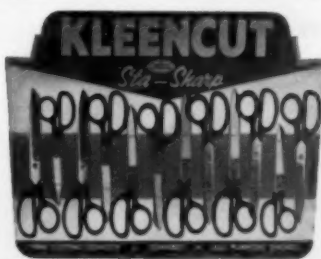
FULL 40% DEALER PROFIT

ON FAST SELLING

KLEENCUT

SCISSOR MERCHANDISERS!

IT'S A PROVEN FACT—you'll sell more shears at a bigger Profit when you display KLEENCUT Scissor & Shear merchandisers! These colorful cards have long been known in the trade for stopping shoppers and making sales! You have a wide variety of styles to choose from, and each merchandiser offers a selection of beautifully hand-finished fine quality scissors or shears at prices everyone can afford. You'll like the KLEENCUT line because it's backed by National Advertising, Smart Merchandising—and you're sure of a BIG PROFIT! Don't pass up these sure-fire money makers—Order your KLEENCUT merchandisers now!



NO. 1011 **98c** RETAIL

One dozen All-Purpose household shears mounted on striking red, white, and black card for counter or wall. 2 pairs 6"; 6 pairs 7"; 4 pairs 8". Gleaming nickel plated blades with black enameled handles.

RETAIL VALUE **\$11.76**

DEALER COST **\$7.06**

DEALER PROFIT **\$4.70**

NO. 2451 **15c** RETAIL

A year around Kiddie Item! Cash in on this big business with our specially designed "blackboard" merchandiser printed in red, white, yellow, and black. 24 blunt point safety scissors with fancy handles—forged steel—fully nickel plated.

RETAIL VALUE **\$3.60**

DEALER COST **\$2.16**

DEALER PROFIT **\$1.44**



NO. 2401



49c & 59c RETAIL

One dozen, all-purpose, forged steel, sharp point utility and sewing scissors. Ideal for school, home, office or workshop. 9 pairs of 5" and 3 of 6". Beautifully finished nickel plated. Every pair hand ground, inspected and guaranteed.

RETAIL VALUE **\$6.18**

DEALER PROFIT **\$3.71**

DEALER COST **\$2.47**

Order from your jobber or write:



THE ACME SHEAR COMPANY

BRIDGEPORT 1, CONNECTICUT
WORLD'S LARGEST MANUFACTURER OF SCISSORS AND SHEARS

THE CARE AND FEEDING OF BOLT-PICKERS

(or, how to make some money without hardly trying)

Unhappily, we've created a country of frustrated bolt-pickers. They *crave* to plunge their hands into heaping piles of glittering bolts. But where are the bolts? Hidden away in cartons or back-room bins.

Worse yet, if a *fanatic* bolt-picker is allowed to run loose, he'll blitz the shelf stock all by himself. Great Caesar, what a mess!

Why not relieve your customers' tensions, allow them to express themselves in a non-destructive manner? And make some money while you're at it?

Just jot down "Lamson Bolt Trays" in your want book. Then have your Lamson Distributor's salesman set up the trays with bolts your customers buy most often. (These are *plated* bolts, so you'll get more profit-per-piece on top of better turnover.)

Watch the bolt-pickers. They'll dive right in like children around a cookie jar.



All bolts plated, nuts included. Six assortments: Cap Screws, Machine Bolts (two assortments), Carriage Bolts, Lag Bolts, Stove Bolts. Refills available from stock. Steel tray has movable dividers, price tickets, can be mounted on Lamson floor unit to form a complete four-tray bolt department.



LAMSON & SESSIONS

5000 TIEDEMAN ROAD • CLEVELAND 9, OHIO

Plants in Cleveland and Kent, Ohio • Chicago and Birmingham

APPROVED
DISPLAY



High Strength Spade

The Union Fork & Hoe Co., Columbus 15, Ohio, announces that for customers who want more strength than an ordinary spade provides, the Razor-Back is made with extra thickness (13 gauge) at the center of the blade extending all the way to the cutting edge.



The frog and socket also are formed from this thicker steel and the socket is rolled two inches longer (11 inches) to reinforce the handle. Handle is top strength ash, driven straight without chocking to retain maximum strength. For more information—

Write in No. 198 on card, Pg. 95

Edger-Trimmer

Included in the 1960 line of Homko lawn equipment manufactured by Western Tool & Stamping Co., 2725 Second Ave., Des Moines 13, Iowa, is the Lawn Scout 9" Edger-Trimmer,



Model 5399. Designed with the simplest type of adjustment, it is said to convert to either tool in seconds. With the blade horizontal, it is a trimmer; perpendicular, an edger.

Powered by a 2 h.p., 4-cycle engine, the Lawn Scout Edger-Trimmer has a recoil starter and finger-tip throttle. For more information—

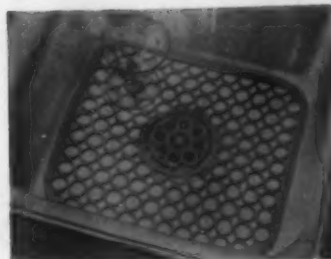
Write in No. 199 on card, Pg. 95

Vinyl Sink Mats

Vinyl Sink Mats molded by Columbus Plastic Products, Inc., Columbus, Ohio, are available in two sizes: the L-12OX, 10½" x 12" for twin compartments; and L-12IS, 12½" x 15½" for single compartments.

The hollow ring design with raised ribs underneath permits fast draining, and if desired, the circular center may be cut out for access to drain.

The mats are available in yellow, pink, turquoise, red, and white. Each mat is individually packaged in printed poly bag, punched for hang-up display. Prepriced to retail at 79c for the twin compartment size; 98c



for single compartment size. For more information—

Write in No. 200 on card, Pg. 95



FOR VALUE LEADERSHIP AND SALES-APPEAL, HERE'S A LEADER

1/3 and 1/2 H.P. Plastic-lined Tanks.

PACKAGE SYSTEMS SHALLOW WELLS

3, 12, 18 or 30 Gal. Sizes. Low first cost. Lowest Operating cost. Very efficient.

Retail: \$93 and up

Liberal Factory Warranty with every unit

FAMOUS "HORNET" SYSTEMS

1/2 THRU 2 H.P. DEEP WELL SUBMERSIBLES

BRONZE FITTED PUMP

REMOTE TANK DEEP & SHALLOW WATER SYSTEMS

Single and multi-stage jet pumps. Water levels to 150 ft. Single or 2-pipe jet assemblies. High capacity for all home and farm needs. 1/3, 1/2, 3/4, 1 and 1-1/2 H.P. motors. Shallow cap. to 1250 GPH. Deepwell cap. to 1220 GPH.

42, 82 & 120 GAL. TANKS

Retail: \$122 and up

1/3 and 1/2 H.P. 3, 12, 18 or 30 Gal. sizes. Plastic-lined Tanks.

PACKAGE SYSTEM FOR DEEP OR SHALLOW WELLS

Bronze-fitted pump. Full-power motors. Self-priming. Highest convertible efficiency.

Retail: \$92 and up

NEWEST "HI-LO-JET" CONVERTIBLES

Jet on pump for shallow well use. Jet in well for deep wells with 2" or larger casings.

GET THE FACTS FOR MORE PROFITS! MAIL THIS COUPON TODAY

Franchises Available ...



SUMP PUMPS - SOFTENERS - HEATERS

Wayne Home Equipment Co., Inc.
800 Glasgow Ave. Fort Wayne, Ind.

YES!

We want to know more about the Wayne Profit Franchise. We are interested in maximum discounts as a (check below):

☐ KEY DEALER

☐ DISTRIBUTOR

NAME _____

ADDRESS _____

CITY _____

STATE _____

Let convenience
and easy
movement make
**MORE CASTER SALES
FOR YOU!**



▲ Bassick Diamond Arrow
Caster Series "68"

Diamond-Dart For Household
Furniture Series "26" ▼



Suggest Bassick Casters for furniture, toy boxes, home tools, appliances and dozens of other things around the house. Tell how they save work and time, then follow through with these easy-to-use sales points—

Won't mark floors! Choice of soft tread wheels for wood and tile...hard-tread wheels for rugs and carpets. Heavy duty steel construction plus case-hardened ball-bearing races mean long life and unusually easy swivelling. Stock and display Bassick Casters—they're both easy to sell and profitable. THE BASSICK COMPANY, Bridgeport 5, Conn. In Canada: Belleville, Ont.

O.20



Food Slicers

A food slicer that, with a mere turn of the wrist, can be completely disassembled and reassembled in less than 60 seconds for easy cleaning or compact storage is announced by Rival Manufacturing Co., Kansas City 29, Mo.



The 1960 Protect-O-Matic Slicer line consists of six models, three hand operated and three electric, ranging in retail price from \$19.95 to \$79.95.

The hand-operated model No. 1005, shown, is portable, its suction feet grip any smooth surface, and Protect-O-Stop engages counter edge to hold slicer rigid. It is all-chrome, individually boxed. For more information—

Write in No. 201 on card, Pg. 95

Catcher's Mitt

The Al Lopez Autograph Model Catcher's Mitt made available by The Draper-Maynard Co., 4861 Spring Grove Ave., Cincinnati 32, Ohio, is a new large size model of premium mitt leather.

Features include the "Double-Flex-Pad" with two leather laced palm breaks for easy handling, "Grip Control" back for natural placement of fingers, inner processed greased palm, closed welted crotch, leather binding, finger and thumb loops, solid leather ball trap laced to mitt, and adjustable fleece lined wrist protector. For more information—

Write in No. 202 on card, Pg. 95



You'll make a
**HIGHER
PERCENTAGE
of sales
by selling
BATRITE
Protreated
BATS**

for **LITTLE LEAGUERS
BIG LEAGUERS
SOFT-BALLERS**

Write for catalog of
our complete line.



HANNA
MANUFACTURING COMPANY
HOME OFFICE and PLANT - ATHENS, GEORGIA

Ironware Cooks Best



FULL LINE
OPEN STOCK

LODGE MFG. CO.
South Pittsburg, Tenn.



THE SAKO
VIXEN

Cal. .222, .222 Magnum,
.218 Bee, .22 Hornet
Sporter Model \$135.00

THE SAKO
Forester

Cal. .243, .244, .308
without Rear Sight
Sporter Model \$149.50

TWO OF A KIND...

The most popular calibers for Varmint hunting are the .222 and the 6MM cartridges. The **Sako** Vixen and Forester rifles, built on the L-46 and L-57 actions, are widely accepted as the most popular Varmint rifles. Each is designed for top performance in its particular calibers. Whether you choose the featherweight ultra-accurate VIXEN or the lightweight and powerfully-accurate FORESTER, you can be sure of maximum performance **plus** a lifetime of shooting pleasure.

IN ADDITION to the sporter models illustrated, the VIXEN and FORESTER rifles are available also in Mannlicher, Heavy Barrel and the exciting DeLuxe Models.

Announcing . . .

THE **Combo** Double Fun with 2 Guns in 1

THE COMBO is FI's brand new pistol-rifle combination. Now immediately available. It consists of the Model "L" Unique .22 auto-loading pistol and a rifle stock and barrel assembly. About 10 seconds is required to convert the pistol to a rifle — no tools needed.

Write for illustrated folder containing detailed specifications and trade discounts.

Write Dept. P-04 For "FIREARMS FOR '60" Catalog.

What "FIREARMS" Sells Sells "FIREARMS"



**FIREARMS
INTERNATIONAL
CORPORATION**
WASHINGTON 22, D. C.

A Complete Line Of Customer Pleasing Products

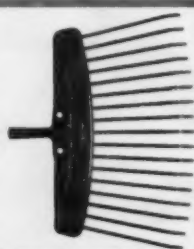
For 23 years Wire Products Co. has stood for quality and service and the customer is really right — when he buys Rugged Robert Products.



**RUGGED
ROBERT**
Broom Rakes



Swing and Well
Chain, Swing Sets



Gent Gem Broom Rakes



Galvanized Solid and
Twisted Clothes Line

WIRE PRODUCTS COMPANY

2715 NORTH 24TH STREET, BIRMINGHAM, ALABAMA

Member: American Hardware Manufacturers Association

**RUGGED
ROBERT**
BRAND

The Line That Sells On Sight



U L APPROVED



CASH IN
ON THE BIG SEASON
WITH THE
ONE AND ONLY
LOCK-ON
EXTENSION CORD

CAT. NO. 51

Ideal for lawn mowers, hedge cutters, etc. No other extension cord like it. The LOCK-ON connector automatically locks any standard cap, eliminates power interruptions. Coiled on colorful discs in 25', 50', 100' lengths for peg, counter or stacks. Display it, sell it, reap the FULL profit.

LOCK-ON RUBBER CONNECTOR

NO. 50

... and for extra sales and profits, show and sell the LOCK-ON connector, individually carded for fast sales. U L Approved.

ORDER FROM YOUR WHOLESALE TODAY
WRITE FOR FREE LITERATURE

U L APPROVED

U S PAT. 2,732,531

CANADA PAT. 532,559



EAGLE ELECTRIC MFG. CO., INC.

LONG ISLAND CITY 1, NEW YORK

"PERFECTION IS NOT AN ACCIDENT"

Motor Maintenance Kit

The Challenger Division, Penens Tool Corp., Schiller Park, Ill., is introducing the "Challenger" Outboard and Small Motor Maintenance Kit which allows owners to make on-the-spot repairs and adjustments. A 36-page manual is included with the kit and shows how to handle each situation.



Thirty-six pieces come in a red, waterproof "roll-up" pouch which folds down to 5" x 11½" x 2" for compact storage. Tools are open end wrenches in required sizes, screwdrivers, pliers, ignition files, spark adjustment tools, feeler gauges, set screw wrenches, extra pouch for shear pins, the Spark-Plug-Holding-Socket, etc.

Price of the Kit is \$9.98. Catalog No. 6190. For more information—

Write in No. 203 on card, Pg. 95

Waterproof White Glue

Waterproof Duro-Plastic White Glue is introduced by the Woodhill Chemical Co., Cleveland, Ohio. The fix-it product adheres to porous and non-porous surfaces and can be used as an all-purpose adhesive around the home, automobile, boat, or workshop.

According to the manufacturer, it will not freeze, and once applied, will not be affected by oil, water, or gasoline and will withstand boiling water.

A 4-oz. tube of Duro-Plastic White



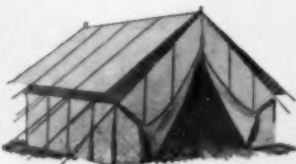
PITCH INTO GREATER PROFITS WITH... FULTON'S TENT LINE

Stock Fulton's fast-moving line of tents—get those "extras" that mean greater volume... longer profit! Backed by over 90 years experience, tents bearing the Fulton name mean customer assurance of quality... durability... functional design for *any* use. You'll save on money tied up in inventory! Fulton keeps a huge stock... and provides immediate delivery! Call or write today for descriptions and prices on Fulton tents and tarps.



UMBRELLA TENT—For those who want to rough it in comfort. Features 6'3" awning with insect screening at front door and rear window, canvas floor. Complete with metal frame assembly, ropes, stakes and poles. Model #2101

STANDARD WALL TENT—Built to stand up under hardest usage at construction, logging or other semi-permanent camps. Wide-lap doors have tie-strings for snug closing. Model # 2010



COMBO TENT—Ideal for any outdoorsman. Features canvas floor, pyramidal storage space in rear, zipper mosquito screen and snake guard. Complete with poles, stakes, and ropes. Easy to erect and pack. Model # 2050

Customers Call for FULTEX® TARPS

People who buy 'em and try 'em... buy FULTON TARPS again and again! They're triple-strength... made of durable cotton duck that's especially treated by Fulton's exclusive process. Outstanding Fulton strength feature is the 1½-inch hem all the way around... with grommets anchored in four layers of duck! Seams are triple-sewed with heavy duty, rot-resistant thread. Result? Fulton tarps offer extra protection... extra long life! For faster, easier tarp profits, feature FULTEX.



P. O. Box 1726
Atlanta 1, Georgia
MUrray 8-1111
TWX: AT 24

CALL OR WRITE TODAY for descriptions and prices on Fulton's complete line of tents and tarps (Catalog #160)

SOUTHERN HARDWARE for APRIL, 1960

Why Red Jacket "Submerga" Pumps are easy to sell... at a Profit



Built-in Check Valve holds prime and saves fittings.

Stainless Steel Six-Spline Shaft assures positive drive and even distribution of torque. Spline shaft won't break out of extra thick impeller hub.

Precision-machined all-brass impellers and diffusers on all models (except on the 7 GPM Series where a Super Dylan diffuser insert is used with a brass cup) assure constant high efficiency.

All-brass pump shell and cable guard, together with stainless steel cable guard straps and motor shell, prevent corrosion between pump unit and well casing.

Rigid cast pump base prevents misalignment that causes early pump failure.

Shrink-fitted stainless steel coupling eliminates troublesome set screw. Assures positive drive, yet allows easy assembly and disassembly of pump and motor.

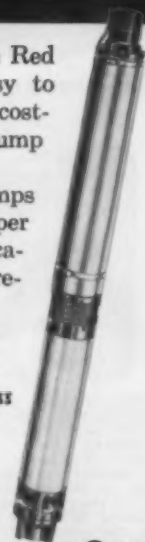
Quality features like these make Red Jacket "Submerga" Pumps easy to sell. These same features reduce costly service calls and make every pump installation a profitable one.

Red Jacket "Submerga" Pumps are available in sizes with the proper motor horsepower to meet any capacity or pumping depth requirement of home or farm.

For complete details call your
Red Jacket distributor today!

SELL RED JACKET—IT BUILDS YOUR BUSINESS

Complete line includes: Jet Pump Water Systems (Shallow Well and Convertible Shallow and Deep Well), Reciprocating Pumps (Shallow and Deep Well), Sump Pumps, Centrifugal Pumps, Hand and Windmill Pumps, Water System Accessories, and Water Conditioners.



WS-30



**RED JACKET
MANUFACTURING CO.**
Davenport, Iowa

For more information use Handy Return Card, Page 95

165

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

HORSE COLLAR PADS

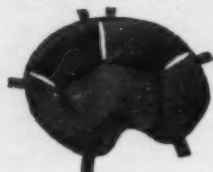


For every work horse and mule.
"The pad with the rust-proof
red hooks"

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

TRACTOR SEAT CUSHIONS



For every tractor and farm
implement seat.

See your jobber or write us.

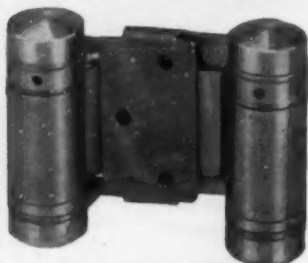
THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

New **COMPACT Spring Hinge**
for your "Slimmer" Lowered
Doors . . .

Milwaukee NU-JAMB

Double-Acting No. 2200-2"



Here's the new hinge that's your smartest choice for easy-swinging those trim, slim — 7/8" to 1 1/4" — lowered doors . . . Milwaukee NU-JAMB Double-Acting Spring Hinge No. 2200-2". More than beautiful, compact, symmetrical in modern design, it has new practical, exclusive features vital for every job. Easier to install, it has a new Concealed, Built-In Hold-Open feature requiring no extra, time-wasting parts to bother with . . . Holds door open at 90° angle right or left. Requires no hanging strip! Beautifully designed, with modern button tips, it is furnished in all standard finishes.

Ask for prices on Type H-2200 with Hold-Open, or Type 2200 Standard. For other Milwaukee Hardware, see Sweet's Architectural File.



MILWAUKEE STAMPING COMPANY

806 S. 72nd Street,
Milwaukee 14, Wisconsin
QUALITY METAL PRODUCTS
SINCE 1893

Glue retails for 69 cents. For more information—

Write in No. 204 on card, Pg. 95

Aluminum Foilware

Four rigid foil products offered in the new line of Mirro aluminum foilware being marketed by Mirro Aluminum Co., Manitowoc, Wis., are an 8" Even-Steven Pie Pan, a 12" Pizza Pan, disposable Scouring Pad Tray, and a Juice Catcher Pan which collects drippings from pies, etc.



Staple items include a Mirro 8" Square Cake Pan, 9" Pie Pan, a Brown and Serve Pan, a 9" Cake Pan, and a 5" Tart Pie Pan.

Each item is offered in transparent polyethylene bags. The packages contain from two to five items and carry colorful merchandising labels with cappers for pricing and a hole for hanging on display racks. Packages include size and description of each item. Bulk shipments are also available. For more information—

Write in No. 205 on card, Pg. 95

Rust Inhibitors

Master Bronze Powder Co., Inc., Calumet City, Ill., is introducing its Derusto Minit-Finish line which offers maximum rust protection and is fast dry.

Derusto Minit-Finishes are available in a wide assortment of colors in 1/2-pint to gallon-size containers, and 5-gallon pails to 55-gallon drums.

The product dries in approximately 15 minutes.

Full-color displays worth \$22 are available to dealers free of charge. Two assortments are offered dealers (inclusive of the free \$22 full-color



display unit) and allow the dealer up to 41% profit. A special back-up assortment is offered also allowing the dealer 46% profit. For more information—

Write in No. 206 on card, Pg. 95



MAK-A-KEY

Packaged

Machine Key Stock

OVER 60 SIZES AVAILABLE

The keys that changed buyers' habits — 12-inch lengths of cold finished steel, zinc-coated. Made .000" to +.003" oversize; rust-proof; just cut, file and fit. Reduce storage and handling costs. Proven in hundreds of applications throughout the world. Over 60 sizes stocked.

MAK-A-PIN 12-in. lengths of ROUND steel bars

It's new. It's versatile — hundreds of uses for repairs or replacement — by die makers, mechanics, machine shops, farmers, do-it-yourselfers. MAK-A-Pin rounds are copper-coated; can be riveted, will cold bend; are easy to weld, easy to cut. Handy display pack contains 10, 12-in. bars in 7 sizes: 1/8" to 1 1/2". Size marked on each bar.



DEVAN-JOHNSON COMPANY
520 Rathbone Ave., Aurora, Ill.

SPECIALTY JOBBERS



Profits in Gam
6-in-1 Workshop

Hammer, nail-puller, and 4 sizes of screw drivers, including extra small for miniature hobbyist. Sell to every household. Packed in display boxes or carded. Send 50c for prepaid sample, prices and generous discounts.

Gam Manufacturing Co.
Lancaster 2, Pa.

For information on

CATALOGS & BULLETINS

See Page 87

IF YOU STOCK 7 OF THESE 12 TOOLS-

YOU should stock the DIRECT- TO-DEALER GOLDBLATT LINE!

Take this check-list test! If you can identify 7 or more of these tools as items you carry in your regular stock—then your store is a tool center for professional men in the building field! And such Dealers must stock and sell Goldblatt Tools, the preferred trowel-trades line since 1885. If you do not get the Goldblatt Dealer Catalog, write for your Free copy today! We'll send it out at once!

IN CERTAIN AREAS, **Goldblatt** NOW SELLS THROUGH KEY JOBBERS!

We have appointed stock-carrying swift-servicing Jobbers on both coasts. Other Jobber appointments are pending. Write for the name of the Jobber nearest to your store.

JOBBERS: Write us if you are interested in the Goldblatt Tool line for your area.

Goldblatt TOOL COMPANY

1950 WALNUT STREET
KANSAS CITY 41, MO.



YES NO



YES NO



YES NO



YES NO



YES NO



YES NO



YES NO



YES NO



YES NO



YES NO



YES NO



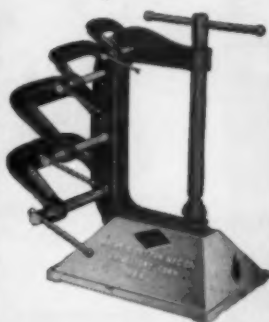
YES NO



PROFIT LEADERS You Should Know



The 'backbone' of the famous B&C line, with their superior sales clinching features can help you get your share of the home-craft market. Each tool is backed by a reputation of quality, built on performance, since 1925.



CLAMP ASSORTMENT

Complete with 35 clamps and metal stand. Display 'em . . . you'll sell 'em!



SAWHORSE VISE

Holds work vertical as well as horizontal. Gray iron jaws open to 4". Red Enamel.



UTILITY & BENCH VISE

Several styles and sizes. Jaw openings 1 3/4" and 2 1/2".



QUICK ACTING CLAMPS

Malleable Iron, high carbon steel bar. Cap. 6" to 36".

FOR INFORMATION

DROP US A LINE, OR SEE YOUR JOBBER



CLAMPS • VISES • HAND TOOLS

THE BRINK & COTTON MFG. CO.
39 Poland Street • Bridgeport, Conn.



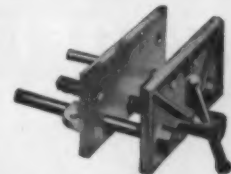
"C" CLAMPS—CARRIAGE & DEEP THROAT

Handle the toughest jobs. Heat treated, aligned, sliding vise type handles and action free swivel caps. 1" to 3" Bright Nickel 4" to 8" Natural Finish



THREADED CLAMP FIXTURES

Fixed head and sliding jaw. All metal, blue enamel, nickel plated screw. 4 styles for 1/2" & 3/4" pipe.



WOODWORKER'S VISE

Gray Iron. 6 1/2" size. Jaw opens to 4 1/2". Red Enamel.



THREADLESS CLAMP FIXTURES

Safe, fast clamping, without use of threaded pipe. All metal, blue enamel, nickel plated screw. 4 styles for 1/2" and 3/4" pipe.



Moore-Handley Attracts Dealers to Company-Wide Merchandise Mart



Moore-Handley salesmen, through prearranged schedules, accompanied dealer-customers through the Mart. New display areas were used to include wider choice of merchandise.

MOORE-HANDLEY'S 9th company-wide merchandising event conducted at its locations in Birmingham, Mobile, and Nashville offered dealers a wide choice of staple and seasonal merchandise for the 1960 spring and summer selling season. This year's Mart was greatly expanded in area and number of items and lines offered.

The Birmingham display areas featured an entirely new appliance and furniture display floor, while the housewares, sporting goods, hardware, electrical, plumbing, and building material sections were completely redesigned to assure maximum ease of selection for the hundreds of dealers attending.

Another new display area was



OLT'S PRECISION CRAFTED
BIRD AND GAME
CALLS

IN THE

**PROFIT
PRODUCER**

DISPLAY



Contact your jobber today for full details on OLT'S famous line of 25 Game and Bird Calls and 5 instruction records—wanted by hunters everywhere!

OLT'S PHILIP S. OLT CO.
PEKIN • ILLINOIS



You, too, can make a BIGGER BUCK in 1960!

Sell GARDNER'S
"Prepared-For-Profit"
Line of ROOFING, FLOORING
and
WATERPROOFING COMPOUNDS

*
MORE Distributors sell MORE Dealers
MORE GARDNER PRODUCTS than any
other ROOFING COMPOUND LINE IN
THE ENTIRE SOUTH! "Dealers MAKE
MORE!"... explains it best!

Write for our FREE BOOKLET
"ALUMINUM ROOF COATING—
How you can BRIGHTEN your
sales . . . Reflecting BIGGER
PROFITS for you."



MANUFACTURED BY
Gardner ASPHALT PRODUCTS CO.

912 RUBY ST., TAMPA, FLORIDA

When to open on a pair!

You can bet it all on this pair of proven winners by AIREX, oldest maker of Spinning Tackle in America. Display this pair where they may be seen and handled—they'll sell themselves!



\$15.95

SPINSTER—best selling, most popular open-face spinning reel ever made. All metal, beautiful Bronzine Epoxolite finish.



\$12.95

IMPALA—closed-face spinning reel with the brightest future. Easiest to sell, easiest to use. Priced for volume sales.

Unconditionally guaranteed by

AIREX

Division of The Lionel Corporation

15 East 26th Street, New York 10, N. Y.



FITLER ROPE RACK

ATTRACTS
ATTENTION

FITLER MANILA ROPE—always reliable, is lubricated against internal friction, waterproofed to keep it flexible, and rot-proofed to arrest the growth of mildew, fungi and bacteria.

FITLER "STABILIZED" NYLON and DACRON® ROPE
"Stabilized" makes the difference.

FITLER POLYETHYLENE and POLYPROPYLENE ROPES

SOLD BY HARDWARE DEALERS EVERYWHERE

THE EDWIN H. FITLER CO.

EST. 1804

Division of Columbian Rope Company

NEW ORLEANS 17, LA.

PHILADELPHIA 24, PA.

* DuPont Polyester Fiber

GLEASON WHEELS *for replacement for do-it-yourself*

ENJOY STEADY WHEEL PROFITS!

Complete Wheel Department
On Convenient, Attractive
Floor Merchandiser

Everything you need to take care of all your replacement wheel needs . . . either for resale, or your own repair requirements. All-metal display contains 46 Gleason narrow Hub Wheels and reducer bushings to adapt 1/2" I.D. wheels to fit 3/8" and 7/16". Gleason Hub Stretcher Springs and Reducer bushings enable you to fit Gleason wheels to the more than 40 hub widths in use today.

Order from your wholesaler.



No. 523
Display

ask for GLEASON on your wheeled equipment



GLEASON CORP., 250 N. 12th St., Milwaukee 3, Wis.



Charlie Rew Says:

"HARDWARE DEALERS

are important to every community"!

Hardware dealers furnish homeowners with more different items to make life pleasant and household chores lighter than any other type of retailer.

MORE POWER TO THEM!

They deserve a good profit on items they sell. That's the reason the margin of profit on Gem Dandy Electric Butter Churns is set high enough, so that a dealer makes more on each sale than is usual on other items.

Send for Distributor price list and get your order in right away

DeLuxe-Redmond Special (without Jar) . . .	\$18.63	(Suggested retail \$27.95)
Standard-Redmond Special (without Jar) . . .	\$16.77	(Suggested retail \$23.95)
5-Gal. Duraglas Jar in separate carton . . .	\$ 3.72	(Suggested retail \$ 5.95)
3-Gal. Duraglas Jar in separate carton . . .	\$ 3.21	(Suggested retail \$ 4.95)
Model 4 Qt. DeLuxe Jr. (including Jar) . . .	\$14.63	(Suggested retail \$21.95)

Send your order in today.

ALABAMA MANUFACTURING CO., Dept. SH - Birmingham, Alabama

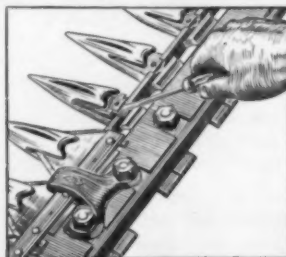


WHITAKER CUTTING PARTS

for rotary blade and sickle bar mowers

If it's for Combines, Garden Tractors, Harvesters, Rotary Power Mowers or Tractor Mowers, you can always depend on top quality and prompt shipment from Whitaker—one of the largest manufacturers of both original and replacement cutting parts.

E-Z OUT GUARDS



WHITAKER Rotary Mower Blades

- Cutting edges carefully ground—not merely sheared.
- Electronically heat treated high carbon special steel.
- 60% of all mower manufacturers use Whitaker Blades.

Whitaker's electronically heat treated edges stay sharp longer—stand more use and abuse. Precision grinding gives better balance than blades with sheared or forged edges. And Whitaker's special heat treatment produces a tougher, safer blade.

- Replace Ledger Plates without disturbing Cutter Bar assembly.
- No rivets, bolts or springs required.
- Interchange with present Guards.



THE WHITAKER MANUFACTURING CO.

5719 W. 65th ST.

CHICAGO, ILL.



FOR RAPID FIRE SALES

HEALTHWAYS "PLAINSMAN," CO² POWERED, BB AUTOMATIC
RAPID FIRE PISTOL FOR SMALL GAME, AND TARGET PRACTICE

You can raise your sales sights with this sensational new design
in gas powered guns. Has the look, feel and balance of a real firearm.
Loads up to 100 ordinary BBs in seconds. Automatic ammo feed.
Three-position power control. Exclusive new valve design.
Foolproof safety. Backed by factory warranty. Acclaimed by gun experts.



Includes one CO² cartridge and tube of 100 steel, copper-coated BBs **\$14.95** retail

For dealer price/catalog and name of nearest jobber write to:
Healthways, Dept. SH, 3669 Seventh Ave., Los Angeles 18, California



A. Attractive individual display package

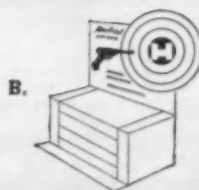
B. Four-unit counter display

HOLSTER:
hand made of California oak tanned leather — snap button safety
strap, \$3.95 retail

CO² CARTRIDGE:
standard 8 gram size — package of 10, retail \$1.20



A.



B.

DRAPER-MAYNARD SPORTS EQUIPMENT

One is best!



Just like "too many cooks spoil the broth" — the more sport-
ing goods lines you have, the more headaches! More costs,
too! You save when you stock and sell the one complete line of
sports equipment your customers know . . . Draper-Maynard
and MacGregor golf and tennis. You reduce inventory head-
aches, brand confusion, duplication of orders, effort and paper
work. In their place you get a complete line, with quality
assured, quick delivery, faster turnover and higher profits.
Get the full story. Write today for complete information, cat-
alogs, and name of your nearest Draper-Maynard wholesaler.



"The Lucky Dog Kind"

DRAPER-MAYNARD SPORTS EQUIPMENT

a division of The MacGregor Co. 4861 Spring Grove Avenue, Cincinnati 32, Ohio



**MAN! DO THEY
CATCH FISH!**

BASS EAT 'EM UP!

because they're soft & have special DeLong
taste & odor!

New!

STRIPED DEW WORMS

available in 7 color combinations (full stripe down each side of worm): white/red stripes, white/black, yellow/black, black/yellow, blue/white, red/black, catolpa green/black.

Also available in 14 other colors: pink, light natural, dark natural, red, fluorescent red, black, blue, green, orange, white/black spots, yellow/black spots, white/black head, black/white tail, white/red head.

Packed 12 bags of 7 worms
on display card



#741-5 1/2" FAT DEW WORMS

Sold thru jobbers. Write for
DeLong's catalog on tad-poles,
minnows, worms, eels, frogs,
crawfish, grubs, insects and jigs

7 for \$1.00

DeLONG LURES

4026 PRINCETON BLVD. • CLEVELAND 21, OHIO



**CONSIDER THE MANY ADVANTAGES OF A BELT DRIVE
AND BIG WHEELS IN THE HEAVY DUTY CLARK ROTARY
MOWER**

BIG WHEELS with ball bearings mean easy rolling on all types
of terrain, banks included.

BELT DRIVE means no more bent crankshafts regardless of what
you might hit. If your customer has a small yard, a school yard
or an institution, there is a **BELT DRIVEN CLARK ROTARY
MOWER WITH BIG WHEELS** TO DO HIS JOB BETTER AND
EASIER.

MR. DEALER: WRITE FOR FRANCHISE INFORMATION TODAY.

CLARK MANUFACTURING CO.

PHONE BUTLER 9-4343

2468 MELVILLE AVE.

DECATUR, GA., U. S. A.

DOBBINS
SPRAYERS
and DUSTERS

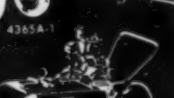
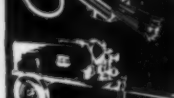
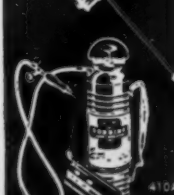
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BETTER
TO SELL
BETTER**

Help To
**KILL
WEEDS
AND
PESTS!**
**STOP
PLANT
DISEASE!**

Make Your Spring Profits
Grow . . . with DOBBINS.

For over 50 years, DOBBINS
has been a reliable source
for dependable sprayers
and dusters . . . fully guar-
anteed against defects in
materials & workmanship.

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copy of new DOBBINS illus-
trated catalog.



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Chamberlain Corporation
FACTORY: WATERLOO, IOWA, U. S. A.

Wire AT ITS BEST

Satin-Finish
**ALUMINUM
CLOTHESLINE
WIRE**



Mr. Wire Buyer: Another quality ANCHOR product. Satin-Finish
Aluminum Clothesline Wire is produced from Alcoa aluminum . . . has
a satiny smooth finish . . . will not kink or twist. Select from No. 9
and No. 11 1/2 gauge Solid or No. 18/7 Stranded. Connected 50' or
100' coils in a colorful display carton.



ANCHOR
WIRE CORPORATION

183-16 JAMAICA AVE.
JAMAICA 23, LONG ISLAND, NEW YORK

Sell Sterling...

and you sell your customers Long Life Protection



EXTRA-LINE POULTRY NETTING

Sterling "Extra Line" Poultry Netting gives added strength at no extra cost. In addition to the single selvage at the top and bottom of the roll, Sterling "Extra Line" Netting has an extra line of wire running horizontally at intervals throughout the netting for greater strength. You get additional strength just where you need it, to prevent sagging and bagging.



Hardware Cloth (Welded)

2 x 2 mesh with mechanically accurate wire spacing. Electric furnace steel wire is galvanized both before and after welding. Standard widths from 12" to 72".

Hardware Cloth (Woven)

Uniform in width with double selvage for extra strength. Zinc galvanized after weaving. Six standard meshes 2" x 2", 3" x 3", 4" x 4", 8" x 8", 1/2" x 1/2", and 3/4" x 3/4" . . . widths 24", 30", 36", 48".

Field Fence • Barbed Wire • Baling Wire • Smooth Wire
Ornamental Lawn Fence and Gates • Fabri-Cloth
Stucco Netting • Corn Cribbs and Cribbing • Nails and Staples

YOU EXPECT MORE FROM ELECTRIC STEEL AND YOU GET IT . . . GREATER STRENGTH AND LONGER LIFE



NORTHWESTERN STEEL AND WIRE COMPANY

Incorporated Northwestern Barb Wire Company—1879 • STERLING, ILLINOIS

HOLD-E-ZEE and UPSON

SCREWDRIVERS

Featuring the Original
.....**LOK-BLOK**.....

HOLD-E-ZEE
The Original Auto-matic Grip Screwdrivers
Famous spring action Gripper recedes deep into handle giving full blade use.

Exclusive, patented LOK-BLOK prevents blade drive through and twisting.
Quality Unsurpassed—Performance Unequaled
Hexagon blades of finest chrome vanadium steel tempered entire length, chrome plated. Handles of unbreakable, fire resistant Tenite II specially shaped for sure grip, comfort.
Both lines have the specially engineered crosspoint bit—recognized as the best. Bit fits both types recessed head screws.

UPSON
Standard Screwdrivers
Have same top quality and outstanding features (except Gripper) of celebrated HOLD-E-ZEES—but low priced.

**HOLD-E-ZEE & UPSON LINES FEATURE
SEL-FAST MERCHANDISING UNITS**

The ONLY Full Featured Drivers

**UPSON BROS., INC.
ROCHESTER 14, N. Y.**

COMPLETE
GARDEN GLOVE
ASSORTMENT



RACK DEAL #RD 66. Write, wire or phone today for prices and full-color catalog sheets.

by Brookville

- Prices from 59c-\$1.19
- Full profit line
- Nationally Advertised
- Prepriced on Rack

HOUSE 'N HOBBY
HOE 'N HOME SOFT TOUCH

BROOKVILLE GLOVE COMPANY, INC.
Brookville, Pa.

utilized to include more building material items, marine equipment including boats, motors, trailers and marine accessories; toys; power mowers; and yard and patio furniture and equipment.

Planning for this January Merchandise Mart began immediately following the Mart held in August. The theme selected for the event was built around the idea of the "Soaring '60's." The word carried to the field by Moore-Handley salesmen was included in a "Mart Brochure," which highlighted every phase of the event.

Promotion for the Mart included letters on special letterhead and several other pieces of direct mail of the self-mailer type.

Each salesman of the wholesale organization was furnished Mart Planning Forms with which he could sit down with his customer prior to the Mart and help plan his visit to assure the dealer the best possible return on the time he spent at the show.

Extensive use of large point-of-purchase signs and banners were used throughout the display areas, easy-to-read price cards and signs were on each item whether dis-

played singly or in mass. Again, the use of preprinted order forms made item selection and ordering convenient.

Plans are already being formulated for the next merchandising event to be held in August.

**Oklahoma Hardware Co.
Issues Spring Broadside**

OKLAHOMA HARDWARE CO., Oklahoma City, announces the spring issue of its regular broadside. The broadside is published to be mailed or handed to the consumer of the company's various dealers. Emzy B. Saul, manager, Dealer Services, states that only in few instances are trade brands used on the items thus making it possible for the dealer to sell articles that he may already have in stock.

**Wagner Appoints Two
New Representatives**

APPOINTMENT of two manufacturers' representatives to cover all or parts of five states is announced

ON THE LEVEL

MAYES

MEANS QUALITY

MAYES BROTHERS TOOL MANUFACTURING COMPANY • JOHNSON CITY, TENNESSEE

PROTECT YOURSELF WITH A PADLOCK

**Slaymaker offers
FREE RACK
to display locks in
SEE-PACK**

See-Packed Locks Outsell Others as Much as 5 to 1

Whether you use the free wire rack or display the locks on pegboard, counter or bin, you'll enjoy the extra profit you make with Slaymaker padlocks in the dramatic See-Pack. Ask your jobber, or write ...

SLAYMAKER LOCK CO. • LANCASTER, PA.
World's Largest Producer of Brass Padlocks

**DEALERS
PROFIT ...** / **CUSTOMERS
ARE SATISFIED**

WITH
ADAMS
PUMP
LEATHERS

Exclusive water-proofing and uniform thickness prevents leakage and waste. Here is quality that keeps your customers coming back for more. Special attention to odd size cup orders. Advertised throughout the South and Southwest.

**Make Extra Profits from
KAYO, TIP-TOP and ADAMS
Steel Hand Tools, Cold Chisels, Punches, etc.**

C. F. ADAMS, Inc. 420 South Lake St.
Fort Worth, Texas

CHAR-BROIL®

PORTABLE PIT

A New Dimension in -

Outdoor Cooking

and styled with

SALES APPEAL FEATURES



CB-240



CB-450



CB-220

Built Better... More Appealing... For More Sales

- ★ Hood Ends Are Cast Iron
- ★ Extra Large Door Centered in Front
- ★ "New Dimension" Hood Styling
- ★ Cast Iron Grates, Door and Door Frame
- ★ Heavy Chrome Built-In Hood Heat Indicator
- ★ Convenient Work Shelves
- ★ "Pull-Out" Ash Drawer for Easier Cleaning - Doubles as Draft Control
- ★ Hood Has Draft Controls in Both Ends
- ★ Motorized Spits Available For All Models

Hinged Hood on all Char-Broil Models enable you to smoke flavor meats and to control heat. Insures excellent results every time.

For Information on Complete Line - Write or call



COLUMBUS IRON WORKS CO.

Established 1893
COLUMBUS, GEORGIA

PROMOTE PROFIT

with all the 1960

MAGIC-SELL

Excellos



NEW DURABLE *mirro-glo* FINISH

Model 249 24" STEEL DECK B & 5.3 H.P. Engine

All the best in a most complete line of power mowers... steel and aluminum-alloy decks, 2 cycle and 4 cycle engines, 2 HP to 5.5 HP, walking types and self-propelled rotaries, reels and riders... blanketing the entire power mower field... EXCELLO has them all! PLUS... traditional EXCELLO quality, sales-exciting appearance and unexcelled performance. PLUS... these dealer extras: QUANTITY DISCOUNTS, Big Margin DEMONSTRATOR DEAL and the quick-cash, fast service, DEALER FINANCE PLAN... EXCELLO has the line, the promotion and the program for PROFIT in '60.



MODEL 2209 22" CUT 2.5 H.P. ALUMINUM DECK ROTARY

ROTARIES RIDERS REELS
• 18" 19" 21" 22" 24"
• 2 CYCLE & 4 CYCLE ENGINES
• ALUMINUM ALLOY AND STEEL DECKS



MODEL 2C-199 19" CUT 2.2 H.P. STEEL DECK



MODEL 911-4E 24" CUT 5.5 H.P. RIDER WITH ELECTRIC STARTER AND BATTERY



MODEL 724 24" CUT 2.5 H.P. REEL

CALL YOUR DISTRIBUTOR OR WRITE TO...

HEINEKE & COMPANY
SPRINGFIELD, ILLINOIS

by Gene F. Webber, sales manager for the E. R. Wagner Manufacturing Co., Milwaukee, Wis., housewares manufacturer.

Covering North and South Carolina, Georgia, and the eastern half of Tennessee is Junius Andrews of Roseboro, N. C.

Kurland Zager & Associates, Hialeah, Fla., will cover the entire state of Florida.

American Screw Approves Noma Exchange Offer

SHAREHOLDERS of The American Screw Co. have approved the proposal of Noma Lites, Inc., to acquire substantially all of American Screw's assets in exchange for the issuance of seven shares of Noma common stock for each outstanding share of American. Noma in-

tends to continue the operations of The American Screw Co. under its present management.

Stanley Transfers Brandt from Dallas to New Post

ROBERT W. BRANDT has been transferred to Cleveland, Ohio, as regional manager for the east central division of Stanley Electric Tools. Brandt had been sales representative in Dallas, Texas, for the company for three years prior to his promotion and transfer.

For information on
CATALOGS & BULLETINS
See Page 87

Clarke-Siviter Co. Distributes Circular

MORE than 175,000 homes throughout central Florida were to receive the "Spring Better Value Hardware Days" broadside made available by Clarke-Siviter Co., Inc., St. Petersburg, Fla. and distributed by dealer customers of the wholesale company.

The 4-page broadside is tabloid size and printed in black, blue, and yellow. The front page is devoted to outdoor living, the back page to housewares and electrical appliance items, and the inside area to lawn and garden supplies. Each broadside participant received a colorful display kit of over 110 pieces free. Additional display kits were available at \$5.00 each.

A dealer advisory council selects every item featured.

MARSHALLTOWN TROWELS



Loosens Rusted Bolts
nuts, screws, "frozen" parts!

**LIQUID
WRENCH**
SUPER-PENETRANT

"The mechanic's friend
... works in seconds"
YOUR JOBBER HAS IT!

RADIATOR SPECIALTY CO.
CHARLOTTE, N. C.



The new fluorescent DAY-GLO SIGNS

BRILLIANT "JET-FIRE" RED and midnight black make these all metal weather-proof Hy-Ko signs fast, fast sellers. For use indoors/outdoors. 14" wide x 18" high, with 2 holes for easy mount.
ASK YOUR JOBBER about Hy-Ko Assortment No. 800-5 doz. (your choice of 20 most popular and fastest selling wordings), retailing per sign, 50c. Order early, and order enough. They sell all year 'round.

FREE! All metal sales-creating Display Rack with each assortment



"The Hallmark of
Better Letters,
Signs, Numbers"

HY-KO PRODUCTS CO., Cleveland 3, Ohio

ALWAYS SELL GENUINE

MOLLY

SCREW ANCHORS and JACK NUTS

Write for Free Literature

MOLLY CORP.
Reading, Pa.

**Fastest
Draw...
Quickest
Sale**



MARKSMAN
NEW 20 SHOT BB
REPEATER AIR PISTOL

Model MPR .177 Cal.

And Only **\$8.95** RETAIL

- Only BB Repeater that shoots pellets, BB's and darts.
- Balance, weight and feel of a service automatic.
- Lifetime power built in. No CO² cartridges needed.
- Handsome gift box with generous supply of ammo.

Write for catalog on Pistols, Pellets, Darts

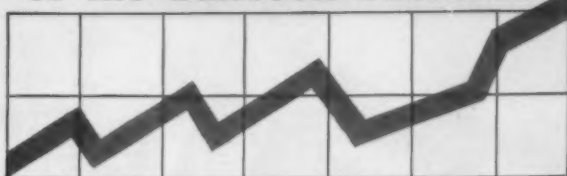
MARKSMAN PRODUCTS

Division Morton H. Harris, Inc.
Los Angeles 25, California



MARKSMAN air gun PELLETS
fit all makes of air pistols, rifles.
.177 & .22 caliber. From 70¢ Retail.

**Are you getting your share
of the ballcock business?**



You're not unless you are continually promoting better toilet performance.

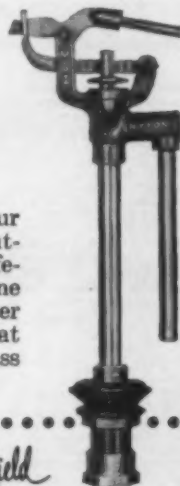
The old adage—*Out of sight, out of mind*—perfectly describes your customers' attitude about ballcocks and other tank trim. To combat this, explain the many practical advantages of replacement such as water savings and quieter, trouble-free operation. In most cases, you can show how a new Mansfield ballcock can actually save more than it costs.

Mansfield

09 BALLCOCK...

**premium performance
at economy price**

Low in cost, the 09 is your buy in a ballcock. Outstanding features include lifetime nylon valve seat, neoprene plunger seat, compound lever action and positive closure at all pressures. Durable red brass and copper construction.



Mansfield

422 SHANK EXTENDER
**eliminates need for
repair shank ballcocks**

Extends 1 1/4" shank of a standard ballcock an extra 1" or the equivalent of a 2 3/4" repair shank. Small enough to permit carrying several in every tool box. Permits immediate repairs on jobs that formerly required a second trip for materials.

For full facts about Mansfield's complete brass line, write for bulletin LL-9479.

A-1871A



MANSFIELD Sanitary, Inc.
Perryville, Ohio

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THE ORIGINAL POLYETHYLENE SHEETING FOR FARM USE!

Warp's

Look for the Name
"Warp's COVERALL"
Branded on the Edge
at One Ft.
Intervals



Warp's polyethylene was successfully
tested and used for Silo Covers
before any other brands were ever
put on the market.

COVERALL[®] POLYETHYLENE

A Complete Range of SEAMLESS Widths

**A YEAR
'ROUND
SELLER**

50% Mark Up

Air
Tight!



Water
Proof!



Acid
Proof!

All Coverall is moisture-proof, but only
Black Coverall is Sunlight-Resistant

Coverall Is Folded Down On
Rolls 100 Ft. Long for
Easy Handling, Easy Selling,
and Easy Application



DR-10

Self Selling
COVERALL
DISPLAY
DISPENSER
Requires Only
21"x68" of
Floor Space.
Handles Up
To 20 Ft. Rolls.

A GAUGE AND WIDTH FOR EVERY JOB

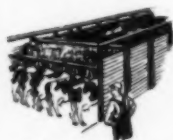
Catalog Number	Ga. in Milz	Film Width	Folded Width	Roll Length	Shipping Weight	Retail Price
CLEAR	BLACK					
1 1/2 C3	1 1/2 C3B	1 1/2	3 Ft.	No Fold	300 Ft. 4 to ctn.	30 Lbs.
	1 1/2 CMB	1 1/2	3 Ft.	No Fold	1000 Ft.	25 Lbs.
2C4		2	50 in.	No Fold	200 Ft. 4 to ctn.	37 Lbs.
2C8		2	100 in.	25 in.	200 Ft.	18 Lbs.
2C9		2	9 Ft.	27 in.	100 Ft.	12 Lbs.
2C12		2	12 Ft.	36 in.	200 Ft.	27 Lbs.
2C16		2	16 Ft.	48 in.	100 Ft.	18 Lbs.
4C3		4	3 Ft.	No Fold	100 Ft. 4 to ctn.	28 Lbs.
4C4		4	4 Ft.	No Fold	100 Ft. 4 to ctn.	36 Lbs.
4C6	4C6B	4	6 Ft.	36 in.	100 Ft.	15 Lbs.
4C8		4	8 Ft.	24 in.	100 Ft.	18 Lbs.
4C10	4C10B	4	10 Ft.	30 in.	100 Ft.	24 Lbs.
4C12	4C12B	4	12 Ft.	36 in.	100 Ft.	27 Lbs.
4C14	4C14B	4	14 Ft.	42 in.	100 Ft.	31 Lbs.
4C16	4C16B	4	16 Ft.	48 in.	100 Ft.	36 Lbs.
4C20	4C20B	4	20 Ft.	60 in.	100 Ft.	43 Lbs.
4C24	4C24B	4	24 Ft.	72 in.	100 Ft.	51 Lbs.
4C28	4C28B	4	28 Ft.	84 in.	100 Ft.	59 Lbs.
4C32	4C32B	4	32 Ft.	96 in.	100 Ft.	67 Lbs.
	6C18	6	12 in.	No Fold	300 Ft.	10 Lbs.
	6C1 1/2 B	6	18 in.	No Fold	300 Ft.	13 Lbs.
6C3		6	3 Ft.	No Fold	100 Ft.	11 Lbs.
	6C4B	6	4 Ft.	No Fold	100 Ft.	15 Lbs.
6C6	6C6B	6	6 Ft.	36 in.	100 Ft.	21 Lbs.
6C10	6C10B	6	10 Ft.	30 in.	100 Ft.	34 Lbs.
6C12	6C12B	6	12 Ft.	36 in.	100 Ft.	39 Lbs.
6C14	6C14B	6	14 Ft.	42 in.	100 Ft.	45 Lbs.
6C16	6C16B	6	16 Ft.	48 in.	100 Ft.	53 Lbs.
6C20	6C20B	6	20 Ft.	60 in.	100 Ft.	63 Lbs.
6C24	6C24B	6	24 Ft.	72 in.	100 Ft.	74 Lbs.
6C28	6C28B	6	28 Ft.	84 in.	100 Ft.	86 Lbs.
6C32	6C32B	6	32 Ft.	96 in.	100 Ft.	98 Lbs.
8C12	8C12B	8	12 Ft.	36 in.	100 Ft.	53 Lbs.
8C16	8C16B	8	16 Ft.	48 in.	100 Ft.	68 Lbs.
8C20	8C20B	8	20 Ft.	60 in.	100 Ft.	84 Lbs.
8C24	8C24B	8	24 Ft.	72 in.	100 Ft.	99 Lbs.

The Best Polyethylene Sheeting That Money Can Buy!

FOR FARM



Hay Covers



Bunker Silos



Machine Covers

FOR HOME



Drop Cloths



Furniture Covers



Table Covers

FOR INDUSTRY

(Meets FHA Specifications)



Vapor Barrier



Fresh Concrete Cover



Material Covers

HUNDREDS OF OTHER USES: Pond Liners, Ditch Liners, Seed & Fertilizer Covers,
Cone Crib Covers, Fumigating Blankets, Plant Protectors, Garden Mulch, Fresh
Concrete Covers, Temporary Bldg. Enclosures, Picnic Cloths, Freezer Wrap.

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FIRE TRUCK with red spotlight flicker, gong bell, two wooden ladders. Stand-on-it platform. Full ball bearing. Cut-away steering wheel. Exclusive Adjustomatic pedals. S-750. One of Murray's 14-model auto line.

VELOCIPEDE with the sleek, strong Twin-Z frame. Wheel-guard with fin fender. Flamboyant red with white trim. Full ball bearing. 10", 12", 16" sizes. S-470. One of Murray's 24-model velocipede line.



BICYCLE in flamboyant red plus Speed Weight styling. Chrome fenders, truss rods, handle bars and rims. Dual headlamp. S-24. One of Murray's 33-model bike line.



more models... more sizes...

more price ranges... that's why

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